

The Billboard



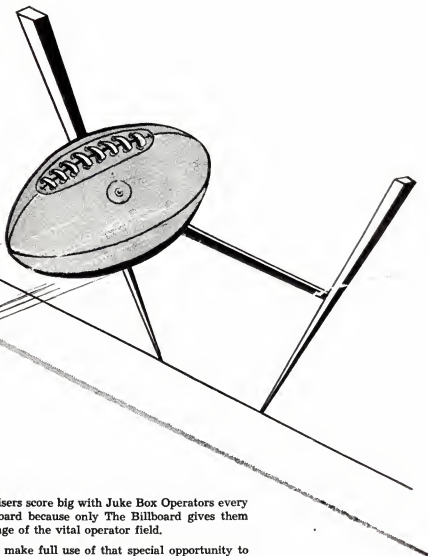
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 4, 1948



Mark T. Smith, internationally known horse trainer and ringmaster, associated with Bruce Coar, head of the famous new showbiz idea, in years. It's tagged "Hercapades" and is actually a musical extravaganza on horseback. Smith is featured in this colorful two-hour show, comprising an all-girl ballet on horseback; Wildfire, the well-known film horse; Liberty horse and jumping horse routines; stunts; Laddie, the high-jumping Liberty horse; comedy acrobats, clowns, motion picture stunt and fancy and trick riders; a prima donna in "Maid of Color," a standard musical production; and chariot races, with girls doing the well-known Roman riding routine. "Hercapades," which was five years in the making, bowed in at the San Joaquin County Fair in California. Secretary-Manager E. C. Walman, of San Joaquin, says it is the newest and finest type of show available to fair managers. Booked by MCA.

EXTRA POINT SPECIALIST...



Music-Record Advertisers score big with Juke Box Operators every week thru The Billboard because only The Billboard gives them complete 100% coverage of the vital operator field.

But once a year they make full use of that special opportunity to get in those **all-important** extra points—thru The Billboard's Special Juke Box Operator Supplement.

This special issue reaches the Full Juke Box Operator circulation of The Billboard—Operators of the nation's 300,000 Juke Boxes playing to a daily audience numbered in the tens of millions.

... But here are the **EXTRA POINTS**:

- ★ **Extra** Distribution at the Operators' Annual Convention in Chicago beginning January 17th (the Coin Machine Industries Show)
- ★ **Extra** Foreign Distribution to Selected Importers of American Disks
- ★ **Extra** Special Articles keyed to the needs of the Juke Box Operator
- ★ **Extra** Special Reference List of Particular Value to Operators
- ★ and all in an **Extra** Special Juke Box Operator Supplement published by the Operators' own business paper, The Billboard

Remember the issue, January 22, 1949. Remember the dead lines: for Reservations, January 4th; for copy and/or plates, January 6th.

Check with your nearest office of *The* Billboard.

- NEW YORK 19, 1564 Broadway
Plaza 7-2806
- HOLLYWOOD 28, 6000 Sunset Blvd.
Hollywood 5831
- CHICAGO 1, 135 N. Clark Street
Central 8761
- CINCINNATI 22, 2160 Patterson St.
Dunbar 6450
- DETROIT 1, 1008 Fox Theater Bldg.
Woodward 2-1100
- ST. LOUIS 1, 390 Arcade Bldg.
Chestnut 0443

The World's Foremost Amusement Weekly

RATINGS. UNPLEASANT

Philly's Cafe
Ops To Fight
Taxes on Tele

State-City Levies Opposed

PHILADELPHIA, Nov. 27.—Opposition to both the Pennsylvania State amusement levy on television in taprooms and any city or federal tax on video presentations in licensed taverns was pledged this week by licensee holders. Aroused by the decision of the State Supreme Court holding that television was in the nature of a "motion picture exhibition" and thus subject to the State's \$120 yearly amusement tax plus the threat of the city to levy the 10 per cent amusement tax on all food and drink receipts, the tavern trade was preparing new attacks on the law. At the same time, licensees ready to fight their video taxes were added. (See Philly Tavern on page 12)

Platter Lending
Libraries in Eng.
Doing Boff Biz

LONDON, Nov. 27.—The record lending libraries in England have been so successful that the Library Association is now making a special survey of results and prospects.

London and its suburbs already have 15 boroughs with record lending libraries. In the provinces, Burnley in Lancashire and Sutton Coldfield near Birmingham, are pioneers of the movement which began in 1945.

The largest of all today's record libraries is Westminster's, opened last year in the Charing Cross Road section of London with 6,000 records, costing \$8,000, and already so popular that 400 more records have been added in the five months since it opened.

The Library Set-Up

Some of the libraries at present lend only to musical societies or groups, but the majority tend to. (See Platter Lending on page 17)

Fish Bowl

NORFOLK, Nov. 27.—The annual Fish Bowl football game, played between two Negro college teams, will be aired this year by WLOW here, first time any station in the region has aired such a game. The contest, between Hampton Institute of Virginia and Wilberforce of Ohio, will take place at Foreman Field Saturday (4). Mark Scott, WLOW sportscaster, will handle the mike chores, with Marks Shoe Stores of Norfolk sponsoring the broadcast. The game is a benefit event for crippled Negro youngsters arranged by a Negro Shriners temple.

BILLBOARD BACKSTAGE

—By Joe Caida

On and Off the Soapbox;
Or, Some Random Thoughts
Re the Record Evolution

Bustling about backstage over a period of years a guy gets a fairly good perspective on a few phases of show business. Sometimes so good a perspective that the guy is inclined to get up on a soap box and make a speech for the good and welfare. Despite the recurrent and strong urge to do this we fight it off most of the time.

But this is one time we're succumbing. Early last summer after the record business had gone along for years and years, reasonably happy with its 10 revolutions per minute

standard, Columbia Records, Inc., came along and tossed something closely resembling a bombshell into the picture by introducing a new long-playing micro-grooved record which plays at a speed of 33 1/3 r.p.m.'s. Many set manufacturers, including Philco, Zenith, Magnavox, General Electric and Stromberg-Carlson, introduced mechanisms in one form or another which these new 33 1/3 records could be played. There were the usual enthusiasms and the usual moans and groans about. (See Billboard Backstage on page 21)

New Battle of the Comics?
Benny Shift to CBS Bodes
War at 7 P.M. on Sundays

Other Deals With Bergen and Harris May Follow Move

NEW YORK, Nov. 27.—A battle of comics in the choice 7 p.m. Sunday nighttime is shaping up as a result of the shift, finally announced yesterday (Friday), of Jack Benny to the Columbia Broadcasting System (CBS). If present plans under way at the National Broadcasting Company (NBC) materialize, Benny, an NBC stalwart for 16 years, will buck one of the other comedy stars now on NBC, for rating honors.

Two comics mentioned are Red Skelton and Fibber McGee (Jim Jordan), with Skelton given a slight edge. Another possibility is Trudy or Consequences, sponsored, as is Skelton, by Procter & Gamble (P&G). NBC feels that its best

chance to compete with its erstwhile leader is via comedy, on the theory that its listeners, after 16 years, have become accustomed to comedy at 7 p.m. Sunday nights and that its chances are best, accordingly, with a laugh show.

Earlier, NBC had considered using mystery shows to combat the departure of Benny—and others who might follow. This would have meant shelving its ban on airing such shows before 9:30 p.m. the loss of face which might accrue, NBC figured, would not be worth abandoning its anti-crime policy.

Similarly, the network cannot spot a new giveaway against Benny since (See New Battle on page 5)

Acts Boil But
Berle Snares
Hot Hoopers

Ticklish TV Problem

NEW YORK, Nov. 27.—The highest Hoopering ever reported for either AM or TV program has been scored by the Texaco Star Theater, starring Milton Berle, in the November ratings reported this week by C. E. Hooper, Inc. The Berle show rating is a staggering 80.7. Its sponsor identification figure, 96—traced largely to the Sid Stone pitchman routine—is even more amazing.

The Berle rating provides an answer to some production problems which have beset the show recently. The latest concerned a clash between Judy Canova, guest star on this week's show, and Berle. Tuesday night (23) after the telecast, Miss Canova was doing a red hot burn, claiming her routines had been loused up, both during rehearsal and while on the air. The last dealt with a change of song while Miss Canova was on the air.

The latter foul-up was explained as necessitated by a last-minute cut. (See Hi Ratings on page 13)

Tunesters File
Leibell Appeal

NEW YORK, Nov. 27.—Attorney John Schulman, representing Milton Ager in the songwriters' intervention in the suit between a group of movie exhibitors and the American Society of Composers, Authors and Publishers (ASCAP), filed an appeal against Paragraphs 1, 2 and 3 of the Leibell decision. The appeal, filed yesterday in Federal District Court, will go to the U.S. Circuit Court of Appeals and will probably eventually end in the Supreme Court along with the ASCAP case.

The paragraphs cited cover Judge Leibell's decision restricting writer members of ASCAP in disposing of their performance rights.

Fight Mgrs. Seek
Protection From
Coaxial Linking

NEW YORK, Nov. 27.—Regarding the linking of Eastern and Midwest coaxial cables as a strong potential threat to their welfare, fight promoters, thru the Boxing Managers' Guild, this week were considering courses of protective action. A real fear exists in the fight game that video's network expansion will cut further the already-depleted gates, with many promoters blame at least partially on television. By joining (See Fight Managers on page 12)

Philly Concert Season Flops;
Promotions Go Up the Flue

PHILADELPHIA, Nov. 27.—The town's many dance and jazz concert promoters, with few exceptions, have finally thrown in the sponge after taking the w.-k. bath. The past eight weeks have seen more concert promotions than in any one lush war year. But for the most part, the promoters were all newcomers to the field. The stand-by called it quits after taking a licking last year, and the New York bookers apparently had little trouble finding folk here who were willing to put up the guarantees in advance.

New promoters entering the field showed they were new by the absence of any major promotion or ad-

vertising campaign to face a top attraction which drained the bank roll. Several admitted that by the time they paid off the guarantee and the usual rental and the expenses, there was no money left over to hire a press agent or schedule a decent advertising campaign in the newspapers.

Lecuna a Flop

Classic example was the promotion at the Academy of Music Tuesday (23) that offered Cuba's Ernesto Lecuna in concert. There were more vacant seats than those occupied, not forgetting that the latter represented a goodly amount of out customers. (See Philly Concert on page 18)

This One

UUVY-WFR-GCNS

Capital Gains Benny Shift to CBS Bodes War at 7 P.M. on Sundays; Bergen and Harris Eye Move

Congressional Fight Looms

WASHINGTON, Nov. 27.—The raging controversy over the use of the capital gains tax by top radio and show world performers is heading toward a Washington showdown. Capitol Hill is stirring with speculation of a full-scale investigation and a possible floor fight early in the 81st Congress unless the Bureau of Internal Revenue issues an early administrative order prohibiting performers from incorporating themselves to cut tax payments. Major developments in the Washington front this week were:

1. The Bureau of Internal Revenue sent a polite acknowledgment in a recent letter from Sen. Styles Bridges (R., N. H.), who demanded to know the legal basis for the Bureau's acceptance of the device whereby high-salaried performers pay the lessened capital gains tax rather than the income levy (*The Billboard*, November 20). The Bureau of Internal Revenue informed Senator Bridges that it was looking into the matter.

2. T. H. Moore—Representatives J. Percy Priest (D., Tenn.) and Carl T. Curtis (R., Neb.)—sent letters to the Bureau of Internal Revenue and identical with Bridges' letter. Priest is a member of the House Interstate and Foreign Commerce Committee, which has jurisdiction over radio legislation, and Curtis is on the House Ways and Means Committee. In addition, Sen. Eugene Millikan (R., Colo.), present chairman of the Senate Finance Committee, is supporting the position taken by Bridges in the controversy. Bridges was head of the Senate Appropriations Committee.

Bureau Is Mum

The Internal Revenue Bureau is mum on its specific plans, but a spokesman indicated that any inquiry which the Bureau might make would be "strictly in executive session with the individual taxpayers."

Significantly, however, reports are circulating here that several influential congressmen are considering a series of bills to try to tack a rider next session onto the Bureau of Internal Revenue's appropriation bill to end the practice of personal incorporations for swifter tax income tax. (See Capital Gains on page 14)

"Babe Ruth" Pic Story Will Go On Mutual Net

NEW YORK, Nov. 27.—A radio version of *The Babe Ruth Story*, currently released, was auditioned by the Mutual Broadcasting System this week. Reports are the show will start on the network in January. Scripting will be handled by Charles Irving, until recently on the Henry Morgan show, and an actor-director in addition to a comedy foil. Scripting will be written by Freeman, with Carl Eastman playing the Miller Huggins role. Mitchell Karpis is directing.

The show is being packaged by Woody Klose.

NBC Plans Powerful Comic Opposition

(Continued from page 3)

It is now pledged not to accept any new prize shows. This still leaves *Truth or Consequence*. However, NBC says it already has had several bids from its own and CBS accounts to fill the time. But then, its current primary is offering Benny peak opposition.

Benny's shift to CBS was formalized with a simple announcement from that web. No details were forthcoming, but it is presumed that CBS has bought out Benny's Amusement Enterprises, Inc. However, the debacle many expected, insofar as NBC programs are concerned, has not yet materialized. It was expected that both Rexall and Coca-Cola would, virtually automatically, spot their Phil Harris and Edgar Bergen shows on CBS, if Benny shifted. That has not developed as yet.

Deals on Fire

In the Rexall case, that company is waiting until NBC finally sets its Benny replacement before—and if—it yanks to CBS. Coca-Cola is, on the other hand, is waiting for Treasury Department approval before it makes any network commitment for Bergen. Bergen's deal with Coca-Cola is a capital gains package (reported price around \$1,850,000), whereby they acquire rights to his ventriloquial characters, essentially Charlie McCarthy and Mortimer Snerd. If the deal is approved by the Treasury Department, coke will buy time. If it is rejected, Bergen will again be a free agent. However, if Rexall retains its NBC spot, it is reported that Coca-Cola will continue Bergen in his present 8 p.m. NBC time, which he has filled for many years.

Benny's deal is said to be for less money with CBS than with NBC, which would not go along with terms outlined by Music Corporation of America (MCA) (*The Billboard*, November 27). NBC was prepared to pay \$2,000,000 for Amusement Enterprises, plus \$185,000 for its assets, plus 10 per cent of the net of reports were that CBS is buying at NBC, allegedly because he felt NBC had "instigated" Washington reports of a congressional investigation into capital gains deals. This week, two more congressmen called upon the Treasury Department to investigate such sales, with Sen. Styles Bridges (R., N. H.) having taken a similar step two weeks ago.

"Sam Spade" Set

Reports that CBS has asked Wildroot, which sponsored *Sam Spade* at 8 p.m. Sunday nights to change its time were denied this week by Burt Barton, Durstine & Osborn (BDO), Wildroot's agency. This report was predicated on the belief that Bergen was shifting, and was to hold his regular time on CBS. The proposed line-up then would have been Benny, *Amos 'n' Andy*, Phil Harris and Sen. Spade, strutting together three comedy shows and a whodunit, rather than breaking up the comedy segs with a crime show.

The Benny-CBS deal ends one of the closest relationships between performers and network in the business. Benny has held the same NBC spot since he started for General Tires in 1932. Some years ago, Niles Trammell, NBC president, with whom Benny has now broken, guaranteed the comic his 7 p.m. time as long as he wanted it, giving Benny the choice and approval of sponsor, the only deal of its kind in network radio. Now, Benny's departure means a knock-down, drag-out fight between CBS and NBC, each of which is going all out to promote its own 7 p.m. Sunday night candidate. The NBC is anxious to slot a comic in that period, it may prove no easy task to make a satisfactory arrangement, since P&G and Johnson's Wax, top prospects' sponsors, may not relish the thought of the formidable opposition.

Capital Gains Fuss

Altho Trammell decried capital gains deals for performers (see NBC statement on Page 5, this issue), there are authoritative reports that NBC (See Benny Shift on page 10)

Battle of the Quotes

NEW YORK, Nov. 27.—Immediately after Columbia Broadcasting System (CBS) had announced its acquisition of the Jack Benny program, the president of National Broadcasting Company (NBC), issued the following statement:

"Until the U. S. Treasury says that such transactions are lawful, NBC will continue to refuse to purchase stock in so-called production corporations where the artists who control such corporations are performing on the NBC network. Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the higher regular rates and those who are paying at the lower rate of 25 per cent based on so-called capital gains."

CBS replied to Trammell's statement with one of its own: "If and when any deals are made for the purchase of radio production companies or radio properties, all deals of such transactions will be submitted to the Treasury Department for approval or disapproval. Therefore, how by any stretch of the imagination can there be any question as to the propriety of such transactions? Mr. Trammell's statement is unwarranted and reflects unfairly on many creative artists who have done no more than abide by our tax laws like any business man or corporation."

CBS Milling Double Spots For O-and-O's

NEW YORK, Nov. 27.—Adoption of a policy of double-spotting by Columbia Broadcasting System (CBS) owned-and-operated stations is under discussion at the network. If it goes thru, the plan will be made effective after the first of the year. Several advertising agencies are interested in the availabilities—if they materialize.

The double spots envisioned by CBS would consist of a combination of service spots and regular commercial spots. Thus, a time signal (time signals average around 20 seconds) would be followed by a regular spot burb.

CBS execs state that such double spotting is permissible under the recently approved code of the National Association of Broadcasters which bans double spots other than combs involving service announcements.

Standard Net Begins Origination at WJW

CLEVELAND, Nov. 27.—The Standard Network, consisting of 14 Ohio AM and FM stations, began operation this week with WJW, Cleveland, the originating station. The web extends from the industrial portion of the State in the North to the Southern structural region, and is an extension of the baseball network which carried games of the Cleveland Indians during the past season. Web members offer a bookend solution to the problem confronting operators of FM stations now.

WJW-FM, which is originating 45 minutes of web programming daily, with an expansion to two hours per day planned shortly. Included in the book-up are relay stations: WATG, Ashland; WFTM, Tiffin; WCMW, Canton, and affiliates WFTD, Fremont; WFOB, Fostoria; WFTN, Findlay; WCLT, Newark, WNTS, Coshocton; WWST, Wooster; WIMA, Lima; WLIO, East Liverpool; WLKC, Sandusky; WGLH, Alliance, and WKVO, Columbus.

WENR-TV Springs With Nitery Show

CHICAGO, Nov. 27.—First regular scheduled television program originating from a night club here will feature WENR-TV's December 8 Show, titled *Tomorrow's Celebrities*, will be aired Mondays from 9 to 9:30 p.m. from Cafe Casino and will feature Irv Kupcinet, columnist from *The Chicago Sun-Times*, and Tommy Bartlett, network radio star, as emcees.

Program, to be sponsored by Matuschek, Inc., local music store chain, is expected to be expanded to an American Broadcasting Company Midwestern video network co-op show after a trial period.

This show also features interviews with guest celebrities from radio, stage and screen and performances by amateurs. Weekly winners will receive various prizes, including a 12-month engagement at the Casino, with final winner to receive a trip to Hollywood and a possible showcase in Hollywood. The show also goes on record as being the first video giveaway program here. Impressionistic pictures of various celebrities will be shown and viewers correctly identifying them will win prizes.

NORFOLK, Va., Nov. 27.—A single sponsor, Rice's Department Store, has picked up the tab for almost the entire nighttime output of WLOW's new FM activity. Rice's has contracted for six hours, 6 p.m. to midnight, six nights a week. WLOW-FM has been in operation only a few weeks as an affiliate of WLOW, 1,000-watt independent daytime AM station. Bob Wasdon is general manager, and Lee Lively is program director of the FM station.

Simon Antics Draw AFM Nix; Jockey Burns

CHICAGO, Nov. 27.—Ernie Simon, local disk jockey, this week was put on the list by Local 10, American Federation of Musicians (AFM), as a result of the injunction, Simon is giving a slow burn. Roling will present him working on the AFM's program and will prevent his appearance at many benefits, first of which was a scheduled appearance on the AGVA (American Guild of Variety Artists) benefit at the Chicago Stadium tonight.

Simon, not an AFM member, got into trouble with the union over a situation which developed at a community fund benefit he emceed Wednesday (17). To hype the show during a full, Simon, in typical style, got off a couple of eggs about the orchestra, threw some orchestral music and grabbed a trumpet during one of his racy routines. The benefit was sponsored for the Berwyn, Ill. Community Chest by the Merton High School.

Tuesday (23), Simon received a notification from Local 10 that he was to appear before the Local's board Wednesday to answer unfair practice charges. According to Simon, the charges resulted from Edward Becker, local recording secretary, when he appeared at the union's office was, "Simon, you're on that here."

Simon also said that members of the board used some unnecessarily strong language in casting aspersions on him and his radio shows. In 10 minutes, he claimed, the board handed down its unfair ruling because of his routine with the benefit orchestra.

In voicing his resentment of the treatment he received from the union, Simon stressed the fact that he had no time to explain his side of the case and his contention that the union had no right to put him on trial.

Nort Jonathan, local radio man, who is in the position of the show, told The Billboard that Simon did a top job and that the orchestra guys in question were only part of Simon's usual routine. Jonathan also said that members of Kay Blake's orchestra, AFM unit involved, received pay for their work, and that Simon and the other American Federation of Radio Artists talent worked for nothing.

Mantle Cancels ABC Spot; Toni Mulls Cuts

NEW YORK, Nov. 27.—One bankroller, Mantle Lamp, canceled out on American Broadcasting Company (ABC) this week, while another, Toni, considered reducing commitments. Mantle Lamp decided to fold its Smilin' Ed McConnell show after December 24. The program has been airing at 8:30 p.m. Fridays.

Toni is mulling shutting two days a week off its Ladies Be Seated, which airs at 3:15 p.m. across the board. Probable days involved are Tuesday and Thursday. The reason for the move is believed to be Toni's plans to divert some of its budget in video activity.

Nat'l Biscuit Buys Three 1/2-Hrs. on MBS

NEW YORK, Nov. 27.—The National Biscuit Company, on behalf of Shredded Wheat, this week contracted with Mutual Broadcasting System (MBS) by which it will control two daytime half-hour and one nighttime half-hour weekly. One of the shows slated to be used is the Wright Arrow, which has been getting a trial run over Coast stations. It probably will go into the evening time slot.

The agency is McCann-Erickson.

On the House

STOUX CITY, Ia., Nov. 20.—The recent blizzard and steel storm that struck this area provided KTRI Mutual Broadcasting System (MBS) outlet here, with an opportunity to perform an unusual radio play. Local 10, Dakota City depends on electrically operated pumps to insure the flow of its water supply. When the pumps stopped, KTRI hooked up its auxiliary power plant, sole remaining source of current. Listeners were informed that they were both in on and drink to KTRI!

WBBM Sets Variety Seg as P. M. Hypo. Jock Competition

CHICAGO, Nov. 27.—In an attempt to hype late night programming hours and to compete with disk jockey programs, WBBM, local Columbia Broadcasting System (CBS) station, will be beginning a live variety hour Monday thru Friday from 11 p.m. to midnight, starting Monday (29). WBBM's new show, *Music, Please*, will feature a 25-piece band under the direction of Caesar Petrillo and will star vocalists Ray Leach, Louis King and Connie Russell, all staff members.

Val Sherman, station's program manager, said that from time to time great stars would be featured and that special scripts by staff writers will be used.

Sherman pointed out that sets in use for this hour here ranges from the 1920's to the present. That station management feels a top programming job would garner listeners and keep many radio receivers going.

Scheduling of this new show will cut the usual lineup of local dance remotes, which has been diminishing steadily the past couple of years, with lines from other Tame and Ambassadors to the stage. The 25-piece band has been made to sell the new variety spot. Show will be aired on a sustaining basis for an indefinite basis until all the kinks are ironed out.

"Teenagers," "Leave It Cancelled on Mutual

NEW YORK, Nov. 27.—Two cancellations hit the Mutual Broadcasting System (MBS) this week as *Teenagers*, Inc. and *Continental Pharmacy* bowed out of their shows. The former dropped its *Teenagers* Club, which has been airing at 10 p.m. Saturday morning. The last show will be December 4.

Continental will fold *Leave It to the*

Ted Steele, One-Man Industry, Now Airs 22 Hrs. Wkly. AM & TV

NEW YORK, Nov. 27.—Ted Steele, the puzo-playing-emcee-singer-bandle leader-disk jockey, seems headed for a new career as a local variety of Arthur Godfrey. In conjunction with the latter's multi-show activities, Steele currently has a daily routine which finds him doing 10 shows a week, plus 10 video shows a week. Since this, apparently, isn't enough to keep Steele occupied, he's now working on a new variety which will be aired on both radio and television over DuMont television.

Steele's radio shows are aired on WMCA, New York, both being disk jockey sessions, daily from 10 to 11:45 a.m. and 2 to 4 p.m. Between these he shuttles over to DuMont to do his first of the two TV shows, aired from

Feltis Alone Is Now Head of WMB; Divided Rule Ended

NEW YORK, Nov. 27.—Reassignment of top personnel in Broadcast Measurement Bureau (BMB) this week clearly established, for the first time since the founding of the organization, the undivided authority of Hugh Feltis as chief executive. Feltis, John Churchill, BMB research chief, was on a par with Feltis. This division and continued efforts provided considerable criticism from organizations supporting BMB and led, ultimately, to the National Association of Broadcasters' (NAB) resolution last week calling for an organizational reshuffle.

Under the new table of organization, Churchill will not concern himself with policy matters, including those of research, but will instead supervise those research activities which the organization undertakes. Cort Langley, formerly a director of subscriber service, moves up in the new post of assistant to the president, and will assume the day-to-day supervision of BMB operations under Feltis.

The moves were made to coincide with preparation for work on the 1949 survey, scheduled for next March. Although some possibility exists that the survey may be postponed for a year, due mainly to the rapid growth and touch-to-measure effect of television, BMB currently plans to go ahead with the study.

Some changes, however, are in the offing for the report. Because many questions that past ballots were unclearly worded, some revisions in phraseology are now being made. In line with the report of the NAB special committee last week, BMB also

Menkin Gets Sklar Position on WMCA

NEW YORK, Nov. 27.—Lawrence Menkin, program director of WMCA, New York, has been promoted to join WMCA, New York, as a writer-producer. He replaces Mike Sklar, who has joined the Columbia Broadcasting System (CBS) to work with Bob Shavon on the net's *You Are There* series.

Menkin, formerly a free-lance writer-director, will handle, under Leon Goldstein, WMCA's program vespee, several new shows, including *Hande New York*, *New World A-Go-Go*, and *Adventures in Industry*. He will also do a new heart-throb series *Larry Letter to Larry*.

Girls December 3. The show heard at 8:30 p.m. Fridays will wrap up after its initial 13-week cycle.

is due to study the entire data regarding listenership to stations customarily regarded as outside regular range, and inability to hear other stations in places where BMB reports previously reported sizable audiences.

A third change in the report is likely to embrace the methods of covering geographic units smaller than the counties. This will blanket the major shopping centers in their areas do not cover the entire county, and the resultant resulting on radio stations only is set to preclude their cases.

Tradition Busted By 'Gangbusters'

NEW YORK, Nov. 27.—The deal by which *Gangbusters* was scheduled to air on American Broadcasting Company (ABC) in Columbia Broadcasting System (CBS) included a pre-scheduling clause for the package owner ABC. One reason for the switch in the contract calls for the show, a Phillips Lord package, to air over 30 CBS stations for General Foods, starting January 8, with other web outlets carrying it co-op. The arrangement among the web, the Lord office and the sponsor permits CBS to give Lord a percentage of the gross of sales made to local co-op sponsors by stations not carrying the program for General Foods.

The contract covers a five-year period. The show was set by Young & Rubicam for the 9 p.m. Saturday period on CBS, the same time on which it formerly was aired over ABC. One reason for the switch-over was the sponsor's annoyance at ABC for selling that time slot, with which *Gangbusters* has been associated for a lengthy period, to other stations for the latter's *Little Herman* show.

P&G Moves To Tues. Post-Texaco Time

NEW YORK, Nov. 27.—Procter & Gamble's newswear series, *I'd Like To Be*, will change its present Friday night time to the Tuesday evening spot following Texaco Star Theater, on the National Broadcasting Company (NBC) network, effective December 21. The post-Texaco time is now filled by Mary Margaret McBride's show, with the latter to fold Dec. 14.

In addition, P & G has taken an option on 9:30 to 10 p.m. 20 minutes of which are now given to the McBride series. The last 10 minutes of this period are now available. Procter's new sponsors the 10 to 11 p.m. time with light pick-ups.

P & G's agency is Crompton.

Dunton Reappointed Head of CBC Board

MONTREAL, Nov. 27.—A. Davidson Dunton, ex-director of The Montreal Standard, has been appointed to a second three-year term as chairman of the Board of Governors of the Canadian Broadcasting Corporation (CBC).

His salary was listed at \$15,000 per year when Dunton first took the job in 1945. Dunton was also former head of the Government's Wartime Information Board.

Also reappointed for another term of one year as member of the board was Rene Morin, of Montreal.

Football Roundup

Reviewed November 6

Sustaining Via CBS

Saturday, 2:30-5:15 p.m.

Producers, John Derry, copy editor, Jutson Bay; music, Howard Smith and his orchestra; sportscaster, Red Barber. Dirs. pick-up reporters: Fred Ray, Harvard vs. Princeton; from Princeton; Bill Campbell, Penn vs. Penn State; from Philadelphia; Brook Snow, Navy vs. Michigan; from Ave Arbutus; Warren Brown, Scores Dame vs. Indiana, from Bloomington; Hal Phillips, Northwestern vs. Wisconsin; from Madison; Bob Murphy, Missouri vs. Oklahoma, from Turner.

At a cost which the Columbia Broadcasting System (CBS) says is three times that of covering a single

football game on Saturday afternoon, the web has experimented with a unique three-hour coverage of 29 games thruout the country, utilizing direct pick-ups from the fields, one-way phone conversations, wire service reports and regional summaries. The operation was supervised by Walter (Red) Barber, the web's sports director. While it was interesting listening, it nevertheless left the viewer with the impression that it will ever replace the old-style platoon coverage.

Beyond doubt, the panoramic gridiron picture was more thoroughly covered by CBS than ever before. Games were fed thru rapidly and steadily. Capsule digests of action on dozens of playing fields were fed off. Participants in football pools anxious to find out how their selections were doing, undoubtedly found this the ideal medium for the results of proceedings. But football fans ordinarily prefer to follow either the doings of their favorite team or, if they have no special partisanship, one of the games of the day.

Distracting

Listening to this show was a little like sitting in Yankee Stadium and listening to the Dodger game on a portable set. It was a little like watching a football game on a screen and watching a baseball game on a screen. The excitement and the action were there, but the distractions were too many. The interruptions were too frequent. The commercials were too numerous. The time was too long. The quality was too poor. The result was a disappointing experience.

Barber's handling of the show was, as usual, in top state. It was efficient, brisk and as interesting as mere recaps and statistics can be. He regularly read off a whole roster of scores from stadia not covered by the other means. He also rattled off summaries of play from wire service reports, and repeated material given him over the phone by correspondents at several games. The better portions of the show were those fed direct from several fields, with switches to those games coming just in time for touch-downs on three.

Nevertheless, it is our guess that Joe Pen prefers his summaries on the evening sports shows or in his Sunday papers, and would rather stick to his favorite game, or switch among the selection of four or five available. For this reason, it is possible that CBS has gone just a little far in its attempt to get full coverage. It might do better to enlarge a bit on the dual-game aires it utilized during the game, and then switch to the preceding out to perhaps as many as six, but airing those live and direct, switching from one to the other as the action warranted. The studio was as exciting as excitement—certainly not summaries and up-to-the-minute yardage gained figures.

A routine of the round-up technique November 13 met with considerably more success. Barber eliminated the annoying phone talks, and timing in switching to the stadia was considerably more fortuitous, getting in some good play-by-play of exciting action, particularly at the Northwestern-Notre Dame game. While a few more kinks unraveled it may



I'd Like To See

Reviewed Friday (November 12), 9:30-11 p.m. Style—Film. Sponsored by Procter & Gamble, Inc., 30 Rockefeller Plaza, New York, N.Y. NBC television network, New York. Producer, Edgar, Bernard E. Karlen; narrator, Ray Morgan.

Program directors of the network in New York say that for months agents have been pitching shows for the network, but few have been in the actual position to deliver. One of the first to get into the network was *I'd Like To See*, followed shortly by General Electric's *Stop Look and Listen* (reviewed in this issue). P&G, in this case, has the edge, both in getting on the air first, and more important, in serving up a much more palatable show.

The See gimmick revolves around listless requests, either for favorite or nostalgic shots out of the past, or more topically, current matters of interest. Thus, there was a live request for one show on how to make a turkey, obviously timely. A previous show offered a wonderful bit of sports nostalgia in the classic film shot of the Dempsey-Firpo fight. Even then, in this case, the film techniques of those early days were far short of present-day standards. The fight, both because of its evocative effect, and its inherent excitement, packed a terrific wallop, no pun intended. With *I'd Like To See*, the network is turning to the peak audience time following the Texaco vaudeville show on Tuesday nights, it should build in popularity.

Commercials for three Procter & Gamble products, Ivory Soap, Crisco and Dux, were well-exposed by film. The soap played employed a cover girl model in a testimonial. Dux was plugged thru a Duxy quiz asking the identification of albumettes that neatly dissolved into washday scenes, and Crisco was shown as an easy, simple cake-maker aid. Ira Hecht.

Lanny Ross

Reviewed November 20

Sustaining

Sunday, 9:15-9:30 p.m.

Producer-director, Herb Rieker; writer, James Winchester; music, Sylvan Lavin and the WOR Orchestra; Cast, Lanny Ross.

That perennial song-seller, Lanny Ross, backed in good style by Sylvan Levin and the WOR act, delivered a highly listenable quantity of musical stuff in his stand. Whether you're a Ross fan or not, Lanny's delivery on such old favorites as *I Love a Fool* and *Swanee* is a treat. Furthermore, the show lacks the fanfare, guest appearances and trite dangle that usually go along with the musical stand. By preferring to concentrate in easy fashion on 15 minutes of music and song. Its position on the station, slot following Gene Heatter and preceding Guy Lombardo, is good programming, eltho it's doubtful whether it offers overly good listening for the other web's offerings of Comptons, Hil Parade and Winner Take All. Ira Hecht.

There could have been estimated, based on the initial offering, Sem Chase

Radio and Television Program Reviews



Holiday Star Vanities

Reviewed Thursday (November 25), 7:30-9:30 p.m. Style—Variety. Sponsored by Elgin-American, thru Weiss G. Keller, Inc., 110 West 42nd St., New York, N.Y. Producer, Marvin Mann; director, Burke Crozier; emcee, George Jessel; cast: Paul Whiteman, Connee Boswell, Charles Trent, The Hartmans, Paul Draper, Phil Silvers, Mirey Amsterdam, Jilly Colonna, the Golden Gate Quartet, Shelly, Phil Regan, Raye and Naldi, Bill and Cora Baird.

The traditional feathered symbol of Thanksgiving Day spread its wings over this two-hour tele variety show on which the plugs for Elgin-American compacted heavily with production, direction, emcee, talent and audience. Using one-minute films, the sponsor banded home his message no less than 12 times during the show in a repetitious pattern, seemingly without planned timing. Only five minutes appeared the plugs on two occasions. In addition, the films led contrast, appeared overexposed and were accompanied by postscript sound.

The use of filmed commercials on a live variety show also posed a problem for emcee George Jessel, charged with entertaining the studio audience during their showing. Cueing was badly handled, with cameras on Jessel's face, and he was unable to effect the rejoining the show in time to catch the studio ed's lefts, for Jessel's gaze was annoying. It seemed as though the studio ed's same way radio comics have often done with costume bits and antics that go unexplained to listeners.

Seemingly, the show was a success, with no scenery, a lack of appropriate holiday backdrops and poor lighting. In fact, the performers' faces actually turned to an almost solid black when the wing cameras went into action.

Jessel worked from a center-stage mike into the acts; most of the time he seemed confused, not knowing where performers would make their entrances. In addition, there were dead times and pauses between him and their appearances, with the camera usually bent on following him offstage into the wings instead of spotlighting the guest in the opposite wing.

In fact, the camera work in general failed to impress. For example, when Paul Draper, in a head-and-shoulder show was held for an undue time before he was cut in for his singing. Again, when Jessel called for a bow from a songwriter in the audience, the camera never got around to him. And the grand finale, presumably called for unexpectedly by Jessel, represented utter confusion. The entire cast joined in singing "The Christmas Song."

The camera went berserk, long shots and close-ups alternating in a haphazard and hasty manner, as if perhaps the director couldn't wait to get away from it all in addition, the singing was off-key, which was a pity, for so many seemed to know the lyrics anyway.

First-Rate Talent

At least the talent amassed for the show was first rate. From the opening by Comedian Howard, to the final *Harp Fantasy* by Paul Whiteman and orchestra, the entertainment was impressive, altho the show's production was less than the stereotyped production values.

Comedian Phil Silvers, with Jessel

Stand By for Crime

Reviewed Saturday (November 13), 8:30-10 p.m.

A regular crime series telecasting original detective stories each week, the show is ready for sponsorship by a bankroller looking for a neat way to spend dollars and cents. The west video network show, it has production planning and direction, showing imagination and care; its actors are average or above. While it's a half-hour show that needs polishing, a sponsor in the picture would bring that out.

Series each week uses the same central character, Inspector Web, played by Boris Aron. At the end of each show viewers in various cities are asked to solve the crime via tele, on basis of clues presented. Those who solve the crime correctly receive a \$25 prize.

One of the best gimmicks on the show reviewed was the use of a parade film clip to set scene and act as transition and filler; its actors are of scenes. Moving cameras shot over Web's shoulder as he interviewed witnesses involved in the crime or witnessed action was also used. This gave the audience the impression that all action was directed to the camera. The camera was also powerful way of projecting action into viewer's homes.

Principal fault of show reviewed, a lack of variety in the story line, top-notch script. The stories were stilted and amateurish. This, of course, did not give the actors a chance to show their acting powers. Regardless of the lack of a script, there was no reason for some of the few bits of over-acting. Most of the stories were fairly good. The radio names, some of whom go too far with visual mannerisms and become bums. Cy Wagner.

Playing straight man, explained varying kinds of double-takes, played Stardust on his clarinet and got off several funny lines between notes. Organist Ed Smith's rendition of *Piddle Fiddle* followed, after some delay in getting the organ on stage. The Golden Gate Quartet rendered *Swanee* and *Swanee* during the show. A Paul Draper number with Joshua.

Draper's routines were impressive, but his acting was not. A gag camera that failed to keep pace with his gyrations. There followed two hilarious mugging acts, Charles Trenner and his band, and a comedy by Jerry Colonna, whose *Road to Mandalay* number found the camera bent on the antics of the animals.

Hartmans Billed

The Hartmans disappointed with their Miss Lipewich-Mr. Garfield sleppruct routine but came back strong in their good band. The show was a success. Each Mrs. Hartman wound up in an out-of-control spin. Bill and Cora Baird and their funny puppets closed a good band. The show was a success. Each Mrs. Hartman wound up in an out-of-control spin. Bill and Cora Baird and their funny puppets closed a good band. The show was a success.

Andre Regan delivered two songs in pleasing style; dance team Mary Raye and Naldi impressed with their seemingly effortless but well-planned dancing. Mirey Amsterdam was good for laughs with his exegretation stories (ins but about people's voices being heard).

But it was too bad the Elgin-American commercials on this holiday show weren't kept more compact, no pun intended. Ira Hecht.

Stop, Look and Listen

Reviewed Sunday (November 21), 10-9 p.m. Style Quiz Sponsored by General Electric Company, Mrs. Ballen, Barton, Durstine & Osborn, Inc.; via CBS radio network, New York. Producer, Mrs. Fried Rosen for World Video and Anne Alexander for Universal Pictures. Director, Ralph Levy. Panel of experts: Cleveland Rice (radio columnist); Ilka Chase (actress and authoress); Deems Taylor (musical expert); John Daly (CBS newsmen).

To replace its short-lived Carnival series, General Electric has come up with a quiz show based on newsworthy material. It is a series of short, diversified outtakes test their powers of observation in answering questions about brief, shown newsworthy clips. It is a dull, plodding, inept show, but is the kind of show which needs the sort of give and take which characterized Information, Please when it was on the air. There are scant indications that this sort of exchange is in store for Stop, Look and Listen.

Panel Experts

The panel of experts, so-called, on this show, consisted of Grantland Rice, Ilka Chase, Deems Taylor and John Charles Daly, and, to the credit of the last three, they showed that given the right sort of buffer they could very well contribute the necessary sparkle. But with Paul Gallico as quizmaster, there's no hope. Mr. Gallico is swimming in strange waters and is way over his head. At any number of times, circumstances hurried for a fast answer by Gallico in response to a dip line by one of the panel. Naught happened.

The simple fact is that Gallico gave any number of indications of the disorientation he felt in his quizmaster's role. A lesson of this kind transmits itself to the audience only too readily on a radio program; on a television show it cannot only be felt but seen. Gallico got the job after he observed, in the debut program, that video, unlike radio, "shows its blunders" and "wonders to that effect. Quite evidently, he knows whereof he speaks. Jerry Franke.

Eleanor and Anna Roosevelt

Reviewed November 19
Sustaining Via ABC
Mondays-Wednesdays-Fr. days, 10-11 a.m.

Producer, John Masters; announcer, John Nelson; cast, Eleanor Roosevelt, Anna Roosevelt; guest Genevieve Tobin.

General Hoopering for the program (Started November 6).....None
Average Hoopering shows that type (See).....None
Current Hoopering program preceding (Bally) (Crawley).....25
Current Hoopering program following (Basthaling).....None

CURRENT HOOPERING OF PROGRAMS ON UPSTATION NETWORKS
ABC: Arthur Godfrey (National Bureau).....25
NBC: Joyce Jordan, M.D......29

Mrs. Eleanor Roosevelt, whose previous radio efforts have not been particularly successful, recently kicked off a new series on the American Broadcasting Company (ABC), with her daughter, Anna. The morning show, heard three times weekly, is more Anna than Eleanor, the latter coming thru with a transcribed interview with some celebrity to fill the center portion of the show, sandwiched in between comments on almost any subject by Anna.

On the show caught, the two Roosevelts sounded as if the two names might have been anything but. Anna launched into a vigorous defense of John Foster Dulles, who never was anything but persona non grata with F. D. R., in which she rebuffed opponents to Dulles and the policies he represents as leftists. She then applauded President Truman's recent appointment of Dulles to replace Warren Austin in the United Nations as a clever move which reaffirms (See Eleanor and Anna on page 15)

Norvell

Reviewed November 18
DEXTOR & COMPANY LEATHER GOODS
Via WOR

Saturdays and Sundays, 11-30 11:45 p.m.
Producer-announcer, John Bradford; writer-lecturer, Norvell.
Norvell, who bills himself as the "20th Century philosopher," is taking advantage of the current fad for introspection and self-analysis in his new series of lectures. He talks on WOR. His philosophy seemed compounded, on the show caught, of equal parts of platitudes and impatience. If that seems contradictory, so did Norvell.

On the one hand, he urged listeners (See NORVELL on page 15)

On Trial

Reviewed Monday (November 22) 8-8:30 p.m. Style—Public Service Sustaining via ABC Television Network, New York. Produced by the Public Affairs Department of ABC, with cooperation of the Association of the Bar of the City of New York. Consultant to ABC Public Affairs Department, David Levine; TV Director, Leon Heaton; announcer, Bob Sabin. Topic "Should Wire-Tapping Be Prohibited?" Presiding, Justice Ferdinand Pecora of New York Supreme Court; affirmative trial counsel, Lloyd Paul Stryker; affirmative witness, William C. H. Finch; negative trial counsel, William B. Herlands; negative witness, Charles P. Grimes.

There is more human interest (See ON TRIAL on page 15)

Mary Lee Taylor

Reviewed November 20
PET MILK SALES COMPANY
Thru Gardner Advertising Company
Via NBC

Saturdays, 10-10:30 a.m.
Producer-director, Al Chance; writer, Ben Adams; announcer, Del King, Carl, Mary Lee Taylor.
Current Hoopering for the program (Started October 26).....None
Average Hoopering shows that type (See).....None
Current Hoopering program preceding (Basthaling).....None
Current Hoopering program following (Basthaling).....None
CURRENT HOOPERING OF PROGRAMS ON UPSTATION NETWORKS
ABC: Sustaining.....None
NBC: Sustaining.....None
CBS: Sustaining.....None

In this day and age of mass (See MARY LEE TAYLOR, page 15)

Rem
Vicks
Stanback
Milkbone
Dean Ross
Pepsodent
Woodbury
Sewing Kit
Guild Wine
Doan's Pills
Bliss Coffee
Band Bread
Schlitz Beer
Cardinal Tier
Carolina Rice
Diamond Salt
Schaefer Beer
Strauss Stares
Ripley Clothes
Yankee Cigars
Keensight Lens
National Shires
Ben Tucker Furs
Hormonica Man
Sma Kleen Pipes
Chef Boy-ar-dee
Robinhood Flour
Barney's Clothes
American School
Faaa Saver Bags
Old English Wax
Doubleday & Co.
Kennedy Clothes
Anglers Products
Camei Cigarettes
Fatima Cigarettes
Hill's Cold Tablets
Crawford Clathes
White Owl Cigars
Calliers Magazine

The Chasen People
Emmet Food Stores
Robert Hall Clothes
Metropolitan Life Ins.
Helping Hand Army
Cardinal Restaurant
Fitch Cream Shampoo
Waltham Time Signals
Associated Food Stores
Chesterfield Cigarettes



continually growing

Ballantine Ale and Beer
Walter Reede Theatres
Madison Personal Loan
Uncle WINS Bible Hour
Canada Dry Ginger Ale
Rockwood Chocolate Co.
European Railway Express
Empire Diamond and Gold

The Phil Silvers Arrow Show

Reviewed Wednesday (November 24), 8:30-9 p.m. Style—Variety. Sponsored by Quent, Peabody & Company, Inc., thru Young & Rubicam, Inc.; via NBC television network. Producer, David Levy; director, Wes McFie; music, Harry Saller and orchestra. Cast: Phil Silvers, Connie Sawyer, Jerry Huxner, Len Hale, Guszt: Herbert Coleman.

Phil Silvers' first show for Arrow shirts and ties goes off to a good start, the first good comedy sketch of the kind in a video. Happily, it avoids the standard vaude routine, and is a comedy sketch of that respect, a parallel to the switch made years ago in radio. When Jack Benny, et al., first went on the air, the work was straight out of vaude. Their success was keyed to the switch to their present character-situation comedy. Silvers hasn't gone anywhere near that far—the comedy routines on the show were strictly blackout in nature, rather than stemmed from character—but at least it's a try, and a good one, away from a straight presentation of vaude. The comedy on the show will have the alms to stand up to something only succeeding shows can indicate. It certainly has a better chance of being a semi-revue form than it would as a vaude layout.

Laughworthy Skills

Silvers' main routines were his opening sketch with his "writers"—blackened by their desks—and a typical revue-type blackout with Connie Sawyer. The last sketch had all too familiar air and ran too long, but it, like the rest of the sketches, was laughworthy. Herbert Coleman, a Negro youngster, exhibited an okay pair of pipes in warbling on tune, but his grimace was a little distracting. Musical support through by Harry Saller was good.

The Arrow shirt commercial was done in front of the show, marked "Phi's Men's Shop" and had impact, both on comedy and as a sales pitch. Jack Gifford handled himself well as the "sponsor," who also stepped in on an unbilled stunt wearing an out-sized collar and shirt.

Jerry Franken.

Yours for a Song

Reviewed November 19
CONTI PRODUCTS CORPORATION
Col. Stephen Nord-loger, Adv. Mgr.
Thru Birmingham, Castleman & Pierce
Herbert Lorentzen, Cont. Exec.

Via NBC

Fridays, 9:30-9:55 p.m.
Director, Carlo Di Angelo; writer, Nora Stirling; announcer, Dudley Bernard; music, Alfredo Antonini (conductor) and a 30-piece orchestra; guests: Jane Froman, Robert Weede.

Current Hoopering for the program (started November 18).....\$100,000
Average Hoopering shows that type (lastest).....\$100,000

Current Hoopering program providing (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Current Hoopering program following (lastest).....\$100,000

Hits and Misses

Reviewed November 8
Broadcasting Via CBS
Mondays, Fridays, 5-5:30 p.m.
Producer-Director, Doug MacNames, emcee, Harry Marble.

This half-hour stanza emceed by Harry Marble features a quiz of fan contestants on recorded tunes. Much of the show is devoted to interviews preceding the playing of the songs, with the result that the program moves slowly. Questions, submitted by listeners who share in the meager pool, are patently simple. For example, following the playing of Slow Boat to China, Marble asks for the titles of two other songs about China.

It is not merely the lack of a sizable jackpot that seems to account for a dullness about the show; that quality stems more from a cut-and-dried format and a rather monotonous style exhibited by Marble. With shorter gab and more tunes and quiz aspects, the program could emerge as a much more listenable aier.

Ira Hecht.

World Adventure Series

Reviewed Sunday (114), 1-1:30 p.m. Style—lotaview, with film and live commentary. Sustaining over WXYZ-TV, Detroit. Producer, Ross Mulholland; director, Orr Green. Cast: Ross Mulholland and Alfred Wolff.

This show is an unusual presentation of a travel talk, with background seen in a studio interview handled by Ross Mulholland and Alfred Wolff, a picture gallery cinematographer in the travel field. Perspective is set with an over-all coverage of the day's topics, and this case, post-war Britain. The scene then fades into the film, with Wolff continuing a running commentary throughout.

The technique allows the talk to be adapted ad lib to the screen material, touching up any points not clear. The films are edited in advance to give proper screen quality, and any shots that are not needed for television are eliminated. Most films used in the series are from originals, and it has been found that they produce a softer contrast effect on the television screen than black and white originals, although allowance has to be made in some scenes for the video camera's relative insensitivity to red. The editing job is excellently handled, especially considering the fact that most of the lec-

This Is the Missus

Reviewed Wednesday (November 24), 1:30-2 p.m. Style—Audience participation quiz. Emceed by B. T. Babson, (for Bab-O), thru Duane Jones Agency, over WCBS-TV. Producer, Lewis Swift; director, Ralph Levy; writer, Louis Mahoney; emcee, Bud Collyer, assistant, Tom Mahoney.

Clayton (Bud) Collyer is the emcee of This Is the Missus, a barmy, scurram audience participation show, which is replacing Missus Goes A-Shopping as an afternoon offering over the Columbia Broadcasting System (CBS). Collyer, who works hard at his job thrust the show, paces the dames on the stanza thru a series of any activities, all of which are meant to keep the viewer amused. For the most part, however, it all seemed part of the familiar radio pattern being repeated, with the dames making many errors on their own to make the show stand up.

Ancient is the word for the trick of having a man kiss three females and identify one. The show also had four women bulb balloons till they burst, a rather unfunny attempt at wacky, which was followed by the women going into animal imitations, barking, meowing and leaping like kangaroos. Perhaps this is a consideration of the type of programming which will most appeal to women during the days. But its strenuous viewing, and how long these antics will hold the audience is questionable.

Commercials for Bab-O were mixed liberally with the show itself. One female participant had an unenviable job of screaming "it's wonderful" every time the product was mentioned, which was often. The show was run off in front of a huge sign emblazoned with the name of the product.

Sam Chase.

lurers arrive in town only a few hours before the show.

Mulholland and Wolff were thoroughly competent in front of the camera. Experienced talkers too a bit less reference to the script would help. The show was run off in front of a huge sign emblazoned with the name of the product.

This show indicates a neat way of selling a motion picture and/or lecture via television, and could be adapted to wider uses as virtually an elaborate trailer for the feature.

Hawland P. Reeves.

Benny Selt to CBS Bodes War at 7 P.M. on Sundays

(Continued from page 5)

will counter with such deals of its own, dictated by a desire to fend off further raids on its stars. Trammis declared that NBC would not participate in such deals with the U. S. "has done their lawful share" in the matter, in reply, indicated it already had such approval on the Benny sale. That paved the way for NBC to buy Truth or Consequences, Ed Gardner's Duffy's Tavern and other NBC attractions.

The Benny shift to CBS was finalized when American Tobacco, his sponsor, failed to renew its NBC time, which expires December 26. NBC had been advised informally, earlier in the week, that it could expect this development. Vincent Riggio, American Tobacco's president, in reported reply, that since the networks are about the same, he had okayed the change in order to keep Benny happy. Reports, officially denied by CBS last week, still persist that CBS, as owner of the Benny package, is guaranteeing American Tobacco a radio time comparable to Benny's average, with a \$3,000 per Hooper point forfeit allegedly involved.

There still is great concern in radio that Congress might latch on to the publicity values of the showbiz names involved and take a harder at capital gains arrangements set up in recent years. Involving top Hollywood names, the film and radio companies, and the banking alliances linked with the latter two, such a hearing could be a field day for legislators—and exceedingly harmful to the entertainment business.

Meanwhile, the CBS-Benny deal is the largest, most important and most expensive program deal ever engineered in radio. Its effects in nullifying off differences between CBS, which has been making terrific program gains, and NBC will probably be immediate. The CBS signing of Benny is not the end of a deal—it probably marks the beginning of a new radio deal.

The John J. Anthony Hour

Reviewed November 22
BUNN COMPANY
Edward Shumak, Adv. Mgr.
Thru Shue Associates Advertising Agency
Norman Jay, Act. Exec.
Via WGMG
Mondays, 8:00-9:00 p.m.

Producer, Norman Jay; announcer, John Connolly; featuring: John J. Anthony. Under the sponsorship of Rural tablets, which are marketed as being helpful in arthritis and rheumatism cases, John J. Anthony has made his return to the airwaves over WGMG in a full hour of heart-to-heart talk on problems concerning marriage, divorce, job hunting, alimony, desertion, faithlessness, mother-in-law trouble. Anthony's superior and condescending attitude is just as present in this new show as it ever was during the heyday of his network efforts. However, he frequently came thru with some genuinely perceptive remarks on people and their relationships with society and each other.

Eight cases were paraded on the premiere show, and they ranged from the pathetic to the ludicrous. In the latter department, a woman, married 19 years, who complained that for the last eight years her husband had been consorting with another man's wife. Every time the woman began to describe how things were when she caught them, Anthony abruptly interrupted with a brusque "no details." His advice in this case may be considered generally typical of his offerings: "I don't think a man's been born who's worth a woman's tears, and you've shed many. Now, don't shed any now, that won't help any." He wound up, not telling her to forget what to do, but saying that in similar circumstances she would lose the erring hubby out.

Life's Problems

A woman with a disabled yet husband and young child who told of their fruitless search for a place to live was rewarded when the show John Anthony said a gift had been sent by a group of people. An accoutrements who described his inability to land a job because of poorly prepared resumes was notified of an organization which phoned Anthony and said it helped people seeking work in his field.

An interesting commentary on current conditions was a remark by Anthony (and his wife) that of that of 10 and 11 years ago, during a tough period economically, when people wrote mainly requesting employment, and a program was run in the placement division. The show is likely to pick up as sizable an audience now as ever, for people still have to turn to other people for help. If only because misery, as ever, loves company. But is it good radio?

Sam Chase.

TELEVISION MARKET

Tripled Tele Relay System By 1950 Planned by AT&T

CHICAGO, Nov. 27.—Specific plans for expansion of the American Telephone & Telegraph (AT&T) television network relay system during the next few years were outlined here this week by a spokesman for the Illinois Bell Telephone Company, AT&T subsidiary. Illinois Bell revealed that the 3,400 miles of inter-city network channels now in operation by the Bell system will be tripled in the next two years.

By the end of 1950 additions along present Bell system video networks will result in a total of five television channels in service between New York and Boston, between New York and Washington; Philadelphia and Cleveland, Cleveland and Chicago, and Detroit and Toledo.

The largest new area for future linking lies south of Toledo. Plans call for the installation of three channels between Toledo and Cincinnati via Dayton. Between Dayton and Columbus, O., three additional channels will be installed. Another two-channel link will be placed in service between Dayton and Louisville via Indianapolis.

On the West Coast two video channels will be placed in service between Los Angeles and San Francisco.

Also extensions of present links will be made from Boston to Providence; a channel from New York to New Haven, Conn.; a channel from Philadelphia to Wilmington, Del.; a channel from Buffalo to Rochester, N. Y., and San Francisco.

Marlow Quits WPIX Position

NEW YORK, Nov. 27.—Harvey Marlow resigned today as program director for WPIX, effective Monday (29), James Pollak, manager of the station's film department, will step in as acting program chief.

Edward Stasheff will act until further arrangements, as program assistant to Pollak. As for his reasons for severing the association, Marlow stated that he found it "impossible to work under conditions imposed upon him and that conflicting views as to what constitutes good programming contributed toward his decision." Stasheff reached the decision after careful thought and consideration as a result of what he personally felt to be the best interests of the organization.

Roach Sets 13 Films for Tele

HOLLYWOOD, Nov. 27.—Hal Roach will start production of video films December 15 when cameras roll on the first in a projected series of 13 starring Stan, Laurel and Hardy. Gene Collier. Roach plans to produce four additional videoreel series in which he will feature name performers, major studio props and top-flight technicians. Erwin-Coller series, as yet unnamed, will follow a comedy-familarity and will be written by Thomas Sellen. According to Roach, his TV-pix product will be aimed at a general family audience rather than any particular type and age group.

Roach joins Jerry Fairbanks to become the second 35mm. theatrical film producer to start active filming of pix especially for the video screen.

a channel from Milwaukee to Madison, Wis.

By the end of 1950, if service is requested, the Bell system video web will be able to serve cities also to Hartford, Conn.; Reading, York, Harrisburg, Johnstown, Pittsburgh, Youngstown and Erie, Pa.; Akron, and Fort Wayne, Ind.

WGN-TV Going To Daytime To Help Sell Sets

CHICAGO, Nov. 27.—WGN-TV, The Chicago Tribune's tele. station, will go on the air Monday (29) from 2 to 4 p.m. Monday thru Saturday to take care of the demands by manufacturers, distributors and dealers for afternoon tele shows to help sell receivers. At the same time, the station announced that beginning December 11 it would discontinue Saturday night programming.

Sales here, it has been claimed, have been lagging because salesmen attempting to make sales during prime afternoon hours have not been able to demonstrate programming. WGN-TV's afternoon stanza will feature films and musical r'tips, sponsored on a co-operative basis by five tele set manufacturers.

With the dropping of its Saturday night films, WGN-TV will be the only commercial video station here not to broadcast that night. The station will continue Saturday afternoon shows, however. The cut was made, the station said, to lighten its operation and to save money.

Elgin, ABC To Mull Special Holiday TV

NEW YORK, Nov. 27.—Impressed by the potentialities of holiday programming following its Thanksgiving video show on the American Broadcasting Company (ABC) web on a long-term deal, the Elgin-American firm is understood ready to sign a 10-year contract for special Thanksgiving and Christmas shows on ABC television. Negotiations are believed

Figure It Out!

HAVANA, Nov. 27.—No doubt about it, those tele-receiver salesmen are going to be bang-up job. Take the situation here, for instance. Several stores are selling tele sets and getting high prices for them at that. There are no video stations in Cuba yet.

Lever, Ad Men Set TV Huddle

NEW YORK, Nov. 27.—Presaging early heavy entry of Lever Bros. into television, the giant firm next week will huddle with some of the top agency personnel representing it to talk over program ideas. Lever until now has not considered video's circulation sufficient to warrant plugging its mass-sale products.

Agencies handling some of the Lever business include J. Walter Thompson; Rutland & Ryan; Foote, Cone & Belding; Young & Rubicam, and Sullivan, Stauffer, Colwell & Bayles. All agencies are understood planning to participate in the presentations.

WBZ-TV Ups Rates; \$350 for Full Hour

BOSTON, Nov. 27.—WBZ-TV, Westinghouse tele outfit here, this week issued a new rate card calling for higher time and facilities charges. Revised rates range from \$85 for a five-minute spot to \$350 for a full hour live show, and take effect December 1.

Current WBZ-TV sponsors will be protected at the rates in effect prior to that date. On 6 p.m. to 11 p.m., seven nights a week, with approximately 18 commercial hours of network and local programming, exclusive of spots and chain breaks.

to cover rates, with the bankroller said to desire protection at current time charges or very slight increases thereof.

Weiss & Geller is the agency involved.

Silvers' New Show Moved In Conflict Over "Shoes"

NEW YORK, Nov. 27.—Cluett Peabody's new Phil Silvers' show, which started on the National Broadcasting Company (NBC) video screen this week, will have a new time next Wednesday (1). The reason for the change, according to reliable reports, is that Lee Shubert, who is said to have a place of Silvers' Broadway vehicle, High Button Shoe, threatened to fire the comic from the musical if he failed to show at the theater before 8:30 p.m. The original time for video program was 8:30 to 9 p.m. Wednesday nights.

The new time for the program is 7:30, with the show cut to a 20-minute slot to permit the musical to come to air at its accustomed 7:50 time. The program will have this time for four weeks, with NBC trying to find another half hour in the meantime.

If it is not successful, Silvers, it is reported, may have to give up the program.

Yesterday (Friday), NBC propositioned Bates Fabric, which sponsors the Kyle McDonnell show, which starts at 8 p.m. Wednesday, to swap its time with Cluett Peabody. Unless this works out, or unless the account takes a Saturday evening spot—at present the only open nighttime NBC has in video—the show is really in for woe.

The deal for Silvers was made by Young & Rubicam, with Joe Kipness, co-producer of Shoes. Kipness agreed to defer the Wednesday curtain and it was generally accepted that doing so would serve as a good publicity gimmick. However, Shubert's attitude reportedly put the crimp in it.

Medium Gets Bankrollers Radio Lacks

Furnishings, Fashions, Toys

NEW YORK, Nov. 27.—Television's early claims as an advertising medium that would lend itself to many products and services not adaptable to radio's aural plays are beginning to materialize, a study of current tele bankrollers reveals. In addition to radio's long-planned video ad agencies with the added flexibility inherent in film and live demonstrations of products long played via radio.

The result has been two-fold: an influx of new advertisers who, by the nature of their products, have previously been confined primarily to display ads in newspapers and magazines, and a diversion of ad budgets from radio to tele or an increase in same to include tele as well as radio plugs.

45% at NBC

The National Broadcasting Company, for example, reports that of 27 commercial shows telecast via its Eastern network, 12, or 45 per cent, are 45 per cent are currently bankrolled by non-radio clients. The remaining 15 shows represent expenditures of ad budgets in order to add tele to radio.

The American Broadcasting Company reports about 40 per cent of its tele sponsors had not used radio, while the remainder have been using tele have added the medium to their budgets while continuing to support radio. The Columbia Broadcasting System estimates that 20 per cent of its TV bankrollers had never used radio.

While the percentages vary slightly among other tele webs, the same situation exists, with radio-tele advertisers and newcomers to tele holding the same 40-60 proportion on video's list of sponsors.

Carpets, Rugs, Curtains

Among the more obvious visual-treatment products that are currently being plugged on the nation's tele webs are, particularly, home furnishings, such as carpets, rugs, curtains and other home furnishings; toys, including model electric trains; women's fashions and dress fabrics.

In addition there are such services as knitting and sewing instructions; hobbies, particularly home craftsmanship lines, such as ceramics, puppet-making and sketching, and kitchen utensils or household linens (See TV Product Market on page 14)

GENUINE HIGH GLOSSY PHOTOS 5¢

Made from your negatives on photo duplicators in quality at any price

NO NEGATIVE CHARGE - NO LIMITS

8x10 1/2 37.5¢ per 100; 5x7 25¢ per 100

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WE DELIVER WHAT WE ADVERTISE

Diaries & Treasures In Market

Research Org Diaries Rate In 450 Homes

Puppets Tops on Videodex

CHICAGO, Nov. 27.—Chicago television viewers give top rating to puppet shows, first months' report of the Jay & Graham Research organization, revealed this week. Next in order of preference are films and sport shows, mystery dramas, vaudeville, amateur shows and audience participations.

New research, started by Allen Jay and George Graham, makes its compilations on the basis of diaries in 450 sample homes here. Company has been hired by Columbia Broadcasting System; Foote, Cone & Belding, and Roche, Williams & Cleary. It expects to sign WBKB and National Broadcasting Company soon.

Chi is the first market to be sampled by the company, which will go in primarily for video research. Company plans eventually to expand into New York, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Philadelphia, St. Louis, Boston, Washington, Los Angeles and San Francisco. According to Jay, diaries have already been distributed in some of these cities but reports will not be made until accuracy of sample has been determined.

Jay and Graham call their report the Videodex Service. Ratings yield both quantitative and qualitative information.

Local findings for November (based on the report of the first week of the month) show most sets are in use here Wednesday nights. Top period that night, 7 p.m., had 55 per cent of sets in use. Lowest viewing time is Friday night, when less than 11 per cent of sets are in use.

Jay-Graham's research indicates that about 27 per cent of sets here are in homes of upper income families, 52 per cent are in middle income homes and 21 per cent are in lower income homes.

First Jay-Graham report showed that the net weekly share of audience, by percentages, was divided among stations as follows: WBKB, 36.7; WGN-TV, 29.9; WGNB-TV, 24.0 and WBKB (experimental and not on regular schedule), 10.3.

Comments from the qualitative portion of their diaries, Jay said, indicate that mothers feel children are profited from video educational films. Members of the sample also revealed that video viewing has cut into their radio listening. Consensus of the panel was that Lux Radio Theater was the program they regretted missing most.

QUALITY GLOSSY PHOTOS

6'

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100- & 10's for ... \$3.50

500- & 10's for ... 27.50

1000- & 10's for ... 60.00

Negative charge of \$2.00

Post cards in quantity cut 50%.

Write for price list and samples on other

50% discount balance C. O. D.

QUALITY PHOTO SERVICE

Parkville, Mo. Box 42

St. Louis, Mo.

SHORT SCANNING'S

CAROLE COLEMAN, of High Button Shoes, singer Larry Douglas and Danny Daniels, featured dancer of Make Mine Manhattan, will join the Tony Mottola radio on a 5-10-week tele show run to preem Monday (6) on the CBS-TV set. The new show, Make Mine Music, replaces the current Face Music, starring Johnny Desmond and Sandra Deel. The Daniels last week were featured in a search for new video talent, with casting director Elizabeth Mearns and Jack Rayel, assistant to program director Jim Caddigan, in charge. Auditions, to be held at the WABD studio were dropped during the summer months when studio were being refurbished. . . . WNBC first tele station in Memphis, last week joined the National Broadcasting Company (NBC) tele web.

Norman Mink appointed assistant copy chief of the Kodak Agency, Inc. to supervise the writing of radio and tele spots and commercials. . . . Richard Hestell, head of the tele and radio management consulting firm bearing his name, left Friday (31) on a cross-country trek to visit clients and to lecture before business and university groups. . . . WAITV, Newark, N. J., tele indie, installed its new RCA antenna this week (31). Boston condensed phone service Thursday and Friday closing set owners who had earlier complained a week ago that both audio and video signals are now being received with far greater degree of satisfaction.

WEED & COMPANY was named last week by Paramount Pictures as national ad reps for the firm's tele stations WBKB, Chicago, and KTLA, Los Angeles (31) on a cross-country trek to visit clients and to lecture before business and university groups. . . . In addition to scripting transcripts for the current Christmas sale campaign, Alan Sands is writing for the Packard-Bell tele program cued by KFT-TV, Los Angeles, and its AM-FM phone service. . . . A series of 13 open-ended five-minute tele films explaining car tricks and parlor magic has just been completed by General Film Productions Corporation of New York.

R. K. Mory's annual Thanksgiving Day Parade heralding Santa Claus' arrival, was the celebrated by the network last week. . . . CBS tele news hour with Columbia Broadcasting System (CBS) and NBC tele news hour with WFIL, Indian station of The New York Daily News. NBC sent the video thunder, however, with a Howdy Doodie Boot in the procession and with Bob Smith, masked like his puppet, welcoming Santa on behalf of all the kids.

Philly Tavern Ops To Fight State and City on Tele Taxes

(Continued from page 1)

vised to sit tight and await developments. It was pointed out that if licensees were liable for the tax, if in fact, it is, it would be in use prior to November 1, renewal deadline for all liquor licenses in this district.

Licenses association officials have requested a meeting with Mayor Bernard Samuel and Assistant City Solicitor Abraham Wernick to discuss the proposed city video levy. At the same time, opposition was crystallizing to any attempt at possible federal taxation under amusement tax law. If the city can tack on its 10 per cent amusement tax, there is the added danger that the federal agency will move in for their 20 per cent amusement slice.

While admitting that further successful action following the State Supreme Court decision was not bright at this time, Emmett McGinn, secretary of the Retail Liquor Dealers of Pennsylvania, pointed out that the television tax could be attacked by the State Legislature when it reconvenes in January. An act of Legislature could specifically exempt television from the provisions of the State amusement tax. He added that if the city persisted in attempting to collect its own amusement tax on video shows in bars, then the licensees would use all manner of legal subterfuge to make it as difficult as possible for the city to realize any substantial gains from the tax.

McGinn remarked that very few bars keep their video sets in operation continuously—mainly for sporting events. "When these athletic events are on," he said, "we have found by experience that the bar drinks before turning on the set. Every time another round is bought, the set would be shut off, he added,

"and by similar tactics we can assure the city fathers that they will collect less than the cost of administering the new tax will be."

In the event that the licensees are unable to push thru any tempting legislation, McGinn said the tavern ops could turn to coin-operated television sets. He pointed out that the State amusement law exempts coin-operated machines presenting a "moving picture." Whether the local stations would permit coin-operated television sets, already announcing their intent to do so, is not to be seen. However, the licensee association feels it would have less trouble settling such matters with the stations themselves.

TV Emmy Award Gets ATAS Backin'

HOLLYWOOD, Nov. 27.—First video film competition to be sponsored by the Academy of Television Arts and Sciences (ATAS). Winner of the best video film contest will be awarded an Emmy statuette, presented after the famed Oscar, Motion Picture Academy award.

Tele producers have till December 15 to submit entries, which may vary in length from a one-minute spot to a half-hour feature. Kinescope films are ineligible, with entries limited to one for each firm. Film producers have until the 15th to be eligible, with the winner to be announced at an ATAS dinner January 25. Films should be submitted to the Awards Committee, Academy of Television Arts and Sciences, 5625 Sunset Boulevard, Hollywood.

Fight Mgrs. Seek Protection From Coaxial Linking

(Continued from page 3)

fights into cities through the East and Midwest, some predict, television will compete with living boxing bills being presented in various cities.

Charles Johnston, president of the Boxing Match Association, said the fact that his organization would set a meeting for the near future with which to deal with the question. The guild is now at the midway point of a 12-month survey of the effect upon take receipts, national and local, of television.

WNBT Ad Lib Test Airs Morgan, Gypsy

NEW YORK, Nov. 30.—Ecclesiastical author Gypsy Rose Lee and comedian Henry Morgan are among the "experts" slated to take part in an informal ad lib session audition aired tonight at 6:30 p.m. over WNBT, local station of the National Broadcasting Company (NBC).

Tentatively billed as Cave of the Winds, the new show represents WNBT's latest effort to fill its local 6-7:30 p.m. program void. With Ben Grauer in the emceeing role, the show will tackle a potpourri of subjects, with guests airing their opinions. Added starters include author James Michener and editor Basil Davenport.

KFT-TV Cuts Live Night Sustainers

HOLLYWOOD, Nov. 27.—Terrific overtime labor costs being piled up in ailing live studio sustainers has prompted KFT-TV to cancel all studio sustainers after 8:30 p.m. Move eliminates need for double crew or standby talent and also to tell the studio remote-film program parleys and is expected to make for considerable cuts in operating costs for the neophyte tele outlet.

Filmfare will be used exclusively after the 8:30 p.m. deadline, either for live commercials, either studios or remotes. In commercial sales, extra labor costs will be tacked on to prices quoted for complete remote or live airings.

Hooper To Add Chi After Coax Linking

NEW YORK, Nov. 27.—With the East-Midwest coax cable slated to open in January, Hooper, Inc., today stated that Chicago will be added to its tele survey February 1. The company added that the survey by the Hooper firm will be augmented later by Philadelphia, Detroit and Washington surveys, Hooper said. Hooper now is surveying TV shows only in New York City.

HICKS OR CITY SLICKS?

They all go like crazy for my dazzling photo! As many as you want, and as fast as you want 'em—all at a swell savings price!

100- & 10's, 50 ea.
100- & 10's, 25 ea.
Postcard-Size, 25 ea.
500- & 10's, 250 ea.
100- & 10's, 10 ea. shipping!

Write for
FREE Samples
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PLATE 7-1000 N. Y. C. 10

WOIC Debuts With a Special Show Jan. 12

WASHINGTON, Nov. 27.—The Barber Broadcasting Service's WOIC, last of Washington's four TV outlets to take the air, is tentatively slated to bow in with a special program featuring capital dignitaries January 12, with regular programming to start January 15, the evening of inauguration day.

Inauguration ceremonies are to be covered in a special four-hour pick-up to be piped over the Eastern network of the Columbia Broadcasting System (CBS). CBS web shows are to be handled exclusively by WOIC until the other Barber station, WOR-TV, New York, commences operation.

The station director is Eugene Thomas. Jack Hardesty, present promotion manager of WOIC, Washington, moves to WOIC Monday (28) to handle promotion and special events. Hardesty's WOIC job is being filled by John Barber, formerly of WREN, Topeka. WOIC's program director is James McCormay.

WOIC programming will originate from the Barr Building in downtown Washington until the million-dollar WOIC building is completed at 40th and Pennsylvania streets, near the site of the WOIC transmitter.

Inauguration week coverage is also being studied by other local stations. Representatives of AM and TV stations met with the inauguration committee Wednesday (24) to discuss plans for the highest possible coverage from Washington in recent years. (The Billboard, November 27).

Warner Bros. Answer Petition by Pauley

WASHINGTON, Nov. 27.—There is no reason for any more proceedings in respect to package AM-TV sales, legalists for Warner Bros. and Dorothy Thackery told the Federal Communications Commission (FCC) this week in answer to Ed Pauley's petition for argument on the FCC's ruling that Mrs. Thackery's proposed sale of one TV station and two AM outlets need not be broken into separate transactions.

Pointing out that Pauley's Southern California Television Company is neither a licensee nor a formal applicant, the Warner-Thackery brief declared Southern California is not entitled to oral argument on the ruling, since it is not being deprived of any right or property. The FCC's ruling, the brief said, was an interpretation of the Aves regulation and hence is subject to no formal argument.

Pauley seeks to break up the \$1,045,000 deal for sale of Mrs. Thackery's KLAC and KLAC-TV, Los Angeles, and KXLA, Palo Alto. The flicker company so he can bid solely for the TV outlet.

A-hem

NEW YORK, Nov. 27.—Wendy Barrie had a tough time on the NBC Picture This video show on the National Broadcasting Company (NBC). Miss Barrie had a severe coughing spell during the course of the program which she overcame after a lengthy struggle. Her coughing was due to which uses the airer to plug its anti-cough products.

TELEPHONE SALESMEN!

Best deal in country! Radio experience desirable—no experience necessary. No travel, pleasant hours. In U. S. 81 highest compensation and bonus.

108 N. Clark St. Chicago 1, Ill.

Hungry?

BRIDGEPORT, Conn., Nov. 27.—The end-all of giveaways has been started by Bill Elliott and Wally Duncan on WLIZ here. The prize show requires no knowledge on the part of listeners, no identifying mystery voices, no naming of mystery tunes. The only requirement on the program, a telephone quiz on which Elliott and Duncan make phone calls, is that the listener avoid the use of the word "hello." Instead the person calling must use conversation with the mention of a food product. Winners get free victrolas from the sponsor, Bork & Stevens.

Oatmeal, hominy, chittlins, baggis, pate de fol gras.

W6XAO's Facilities For Air Force Test

HOLLYWOOD, Nov. 27.—Facilities of Don Lee Tele Station W6XAO will be used by the U. S. Air Force in a series of experiments to test military and civilian effectiveness of telecasts from airplanes. Air Force's Col. Harold Neuberger arrived here to work out technical details with Don Lee director, Harry Lubcke, with flights scheduled for early next week.

Plan calls for air to ground transmissions directly from plane to a mobile transmitter truck beamed to Don Lee's main commercial transmitter aloft Mt. Lee for ailing over the Hollywood picture area circuit. Test will mark first time Coast telecasters have attempted air to ground video signals thru regular transmitting channels.

20th Fox-ABC Deal Near If No FCC Probe Interferes

NEW YORK, Nov. 27.—The deal by which 20th Century-Fox would buy into American Broadcasting Company (ABC) is likely to be concluded within two weeks, unless the spectre of a Federal Communications Commission (FCC) investigation into anti-trust aspects materializes sufficiently to stall dickering. If wrapped up as expected, the backing of 20th's sizable treasury will project ABC into the future, completely out of the picture more than ever before, raising the possibility of a heated three-way race in the future, particularly in television.

With ABC becoming a subsidiary of the film company, the web would have great resources upon which to lean, particularly for video expansion.

Top officials of ABC are known to welcome the idea of the tie-up. The web would be a considerable asset in the past three years on the basis of slick sales and program maneuvers rather than that expenditure of any great sums on star talent shows. A little of the latter, they feel, would go a long way toward narrowing the gap between ABC and the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

Particularly is this considered true in television, where stations can match each other wait for watt, and as web can smother the bulk of higher-powered outlets. The affiliation race is still in the early stages, and the prestige of a major movie firm may be considered a real asset in talking to potential affiliates. The ultimate pay-off, in terms of audience as well as actual real estate with programs, and it is here that the film deal is considered most valuable for ABC. Not only may 20th's stable of picture

Hi Ratings Vs. Temperament; Berle's Hoopers Hot, Acts Boil

(Continued from page 12)

needed when the show was running long. The news of the cut was transmitted to Allen Roth, the show's conductor, but couldn't get to Berle, who was making a change, nor, of course, to Miss Canova. It led Berle to bawl Roth out, while the show was being aired, with the leader consequently staying.

This is not the first time acts have been reported peeved at Berle. Some performers have squawked because Berle works with virtually every turn, frequently in gay make-up or costume, the acts feeling they suffer as a consequence. Others burn because Berle reportedly concentrates rehearsal time on those bits in which he figures. One exception was Julie Munshin, comic, who insisted on doing his turn alone and working with Berle upon its completion.

Routine Revamp

Authoritative reports state that Texaco and RCA's Agency execs were planning to revamp the show, so that only those acts, rather than stars, who need Berle's support, will work on the show. After the headlines have done their turns, and if production requirements warrant, Berle will be overruled.

Agency officials are the first to point out that Berle's work on the show is the main reason the program has been such a smash, with Hooperating payoff.

Second place in the November Hooperating poll was taken by the vaude show, Ed Sullivan's Toast of the Town, with We, the People running third. One surprise in the ratings is the 10th spot garnered by the

National Broadcasting Company (NBC) Symphony Orchestra, its 24.5 rating contrasting sharply with its present AM rating of 5.

Texaco Star Theater (WNBT), 80.7. Toast of Town (WCBS-TV), 51.8. We, the People (WCBS-TV), 46.4. "Small Fry" (WABD), 30.2. Amateur Hour (WABC), 31.9. Kraft Theater (WNBT), 30.2. Chevrolet Drama (WNBT), 29.9. Americana (WNBT), 28.6. Dunninger-Paul Winchell (WNBT), 25.4.

NBC Symphony (WNBT), 24.5. —Refers to Thursday broadcast of this series.

First Studio Show Set for WJBK-TV

DETROIT, Nov. 27.—An evening version, tentatively untitled, of the Early Morning Frolic, produced by and starring Joe Gentile and Ralph Binge, goes on WJBK-TV Monday (29) as the first studio program to be aired over the station, which went on the air a month ago. The same format of comedy and kidding of sponsors' products and advertising claims will be carried over to the video show from radio.

The radio show itself is one of the best known single-station shows in the Midwest, and was considered a major triumph for WJBK when that station recently grabbed the show away from CKLW, which had aired it for many years.

TV Real Estate

DETROIT, Nov. 27.—Television has finally become an accepted legal component of the home in a way radio never has, according to the experience of a Detroit attorney, Louis Barden. It all came up when Barden drew up a contract for the sale of a house, and found his client insisted on including a television set in the list of appurtenances which had to go with the house. Such legal documents frequently include permanent fixtures, carpeting and the like, but this is probably the first time a television set figured in one.

According to Barden, radio sets have practically never been included in such sales, except when the entire furnishings of a house were being sold—but apparently the installation in a given location is important enough in television to warrant considering it as a permanent fixture.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfaction guaranteed or your money back. Our 12th year of honorable, courteous, quality service. We make every effort to please you with your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1411 Bridgeport 1, Conn.

Capital Gains Hassle Heads For Showdown in Washington

(Continued from page 5)

payments to capital gains tax. Capitol Hill parliamentarians indicate that this strategy could prove forceful, since it could toss the controversy onto the floor of Congress fairly early in the 81st session, which commences in January.

Use of the rider technique, if successful, would by-pass time-consuming hearings necessary if a capital gain law were introduced as a regular bill. Following past practice, the technique would be to induce the Senate Appropriations Committee to add to the House bill a rider budget a few lines to the effect that "no part of this sum shall be used to pay the salary of any official who permits high-income individuals to pay the capital gains tax in place of the individual income tax."

The rider dodge was last used during the past Congress in a weed-out effort in the Interior Department's reclamation bureau. Targeted on Interior's budget was a line forbidding the payment of salary to officials who were not engineers.

Present-Day Measure
Because of the present furor over capital gains, such procedure would be likely to be used as a stop-gap measure until the whetted measure can be clarified by Congress. Capitol Hill tax experts recognize that there are complications involved beyond the matter of some top-salary performers paying a 25 per cent capital gains tax rather than the steeper income tax rates.

For example, it is pointed out that in several cases, notably that of Bing Crosby, a genuine controversy was involved. The Grosvenor being hooked up with miniature juke boxes and other gadgets. The difficulty in this case was to draw the line. An official connected with a congressional tax committee remarked it would be easy to legislate against it if not impractical to do so against individuals who receive wages, royalties, income from inventions, etc.

Impetus for an investigation stemmed originally from the recent letter of Senator Bridges to the Bureau of Internal Revenue. Bridges said his attention was caught by the wide publicity given recent radio and film deals involving capital gains provisions.

The formal reply which the Bu-

reau of Internal Revenue sent this week to Bridges is expected to be repeated in answers to the letters just received by the Bureau from Curtis and Priest, who is centering his efforts on the relationship of radio performers in the tax muddle. Millions and Bridges will be top-ranking minority members of the key financial committees in the next Senate, while Curtis will occupy a strategic role as member of the House Ways and Means Committee, which would be empowered to stage an inquiry on the House side.

Seidenberg Cigars Buys Ziv Package

NEW YORK, Nov. 27.—Seidenberg Cigars has signed for a year's bankrolling of Yesterday's Newsreel, a 15-minute film package produced by Ziv Television Programs, Inc. The tele show will be aired here starting December 12 on WGBS-TV Sunday nights at 10 p.m., immediately following Toast of the Town.

The show has also been sold to sponsors in Philadelphia, Baltimore and Detroit.

State Dept. May Ask Budget Hike To Boost "Voice" Casts

WASHINGTON, Nov. 27.—For the first time in two years the U. S. State Department is now making Voice of America schedules to overseas listeners as the agency struggles to put the broadcasts on a basis approximating that of the war years. To accomplish this, the State Department is expected to ask for at least a million-dollar increase in Voice funds for the next fiscal year. The would bring the overseas broadcast budget to about \$12,000,000.

With total broadcast time of Voice now averaging 24 hours daily as compared to about 45 hours in the closing weeks of the war, the State Department figures approximately 30 hours daily would be an optimum total. The shift of full responsibility for the broadcasts to the State De-

An English View of U. S. Radio: "Unreal, Crazy and Horrifying"

LONDON, Nov. 27.—American radio is "unreal, crazy and horrifying," in the opinion of Daphne Fadel, a British Broadcasting Corporation (BBC) current questions program, who has just returned to England after spending a month in America.

"I find it difficult to get hold of enough adjectives to describe the radio set-up in the States," Miss Fadel wrote in an article entitled *It's Just Sheer Crazy!* published in *The People*. "No one listens as we do in England. They go home and switch on the radio as part of the routine of sitting down."

"The majority of the programs are so juvenile that I am not surprised that so few actually listen. I don't blame them. But they listen at all. 'Mind you, their best programs are on the very highest level. They're fine. But the non-stop commercials that go on for most of the week are just incredible.'"

Miss Fadel pointed out that "if radio had the powerful effect that Americans believe it has, they should be able to get away from the trivial and tedious thinking that characterizes it at present." Her view on aizes it programs is that they are "one of the crassest aspects of the whole crazy set-up."

"In fairness to America I must point out that there is a public service on the air as well," she said. "This covers health, safety first, pro-American publicity and similar nationalistic activities."

Chi Bears, Cards Break Anti-Video Policies Dec. 12

CHICAGO, Nov. 27.—The Chicago Bears and Cardinals, National Professional League teams which have not been televised locally this year because of the club's feeling that video would hurt the gate, will be seen in action via television here and other Midwest cities December 12 when the teams play their annual game. In breaking the long-standing anti-video policy, the teams will be the first to be televised by WGN-TV and WBKB, with the latter feeding the game to Midwest video net affiliates and other American Broadcasting Company.

Both telecasts will be sponsored. The WGN-TV telecast will be bankrolled by Sunbeam Corporation. The WBKB show is bought by Fabst Broadcasting Company. Announcers for pick-ups have not yet been set, but Jack Brickhouse, host of sports for WGN, Inc., undoubtedly will describe the game for WGN-TV, with Red Grange likely to handle color for the WBKB origination. Describing announcer for the WBKB pick-up is expected to be a local radio newsman.

Each sponsor is paying \$5,000 for telecast rights, in addition to time charges, but the latter are expected to be covered by the sale of "season tickets" desired to air the game. The Bears and Cardinals were willing to give video rights for this game because of the "season ticket" demand. It is said to be practically sold out already. But to make sure telecasting the game would not hurt the gate, which long has worried George Halas, owner of the Bears, no publicity concerning the telecasts is being allowed until four days before the game is played.

WDSU-TV Signs 1st Sponsor Before Bow

NEW ORLEANS, La., Nov. 27.—WDSU-TV, new tele outlet slated to begin commercial operation December 16, this week inked its first bankroll, the D. H. Holmes Company, Inc., one of the city's leading department stores. The station and store recently staged a week-long tele demonstration for shoppers, with 30 receivers placed throughout the store and in windows carrying live shows from 11 a.m. to 5 p.m. daily.

The demonstrations were termed "very, very encouraging" by Sidney Donnaud, sales promotion manager for the store, which will sponsor Alexander Korda films.

TV PRODUCT MARKET

(Continued from page 11)
gadgets that are demonstrable on video.

Other tele bankrollers have plugged such miscellaneous products and services as mattresses, diaper samples, beauty parlors and sporting goods in action. Diapers are not demonstrated.

The existing situation supports AM proponents who have consistently argued that tele will attract new advertising dollars, rather than take away from existing media.

Delivery Guaranteed

CIGARETTES

POPULAR BRANDS ONLY

MINIMUM ORDER 5 CARTONS

OTHER LOW PRICES OF PREMIUM BRANDS

✓ Victory	—\$1.65	✓ Kane (P. M. T.)	—\$0.88	✓ Helmer (S. M.)	—\$0.88
✓ Virginia Brand	—\$1.65	✓ Rural	—\$0.84	✓ Felsch	—\$0.88
✓ P. M. T.	—\$1.65	✓ Camel	—\$0.84	✓ Bradford	—\$0.88
✓ Marlboro	—\$1.65	✓ Marvel	—\$1.80	✓ Delo	—\$0.88
✓ P. M. T.	—\$1.65	✓ Camel	—\$1.80	✓ Hartford	—\$0.88
✓ English Blend	—\$0.80	✓ Camel	—\$1.80	✓ Hartford	—\$0.88
✓ Player	—\$0.80	✓ Camel	—\$1.80	✓ Hartford	—\$0.88
✓ Lend Delmar	—\$0.80	✓ Camel	—\$1.80	✓ Hartford	—\$0.88
		✓ Camel	—\$1.80	✓ Hartford	—\$0.88

Plus \$5 postage per carton sent the Mississippi by air elsewhere.

ALLISON TOBACCO CO.

P. O. BOX 1006-B, WILMINGTON, DELAWARE

SPECIAL PRINTED ROLL OR MACHINE 100,000 NOW \$25.00

RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES — ETC.

ALL ALLIED FORMS

DELAWARE ST. N. Y. C. 25 CHESTNUT ST. PHILADELPHIA

ELLIOTT TICKET CO.

49¢

PLUS 5¢ POSTAGE

Despite the shortage of employees, the State Department is endeavoring to build its mailing lists for program logs to the 400,000 names on hand at the close of the war. A first batch of 2,000 scheduled bearing further Voice listings is now in the mail. At the end of September overseas broadcasts started seeking listeners to write in for schedules and the response was termed excellent. Mail regarding the Voice was then averaging 500 letters monthly. For October the total was 5,000.

Only Local Contacts

According to the State Department no attempt is being made to send schedules to countries behind the Iron Curtain. "It would be embarrassing to say the least for citizens of Czechoslovakia, for example, to be discovered receiving Voice letters," it was explained. Programs transmitted to Soviet-dominated areas usually wind up with a program log to guide the tuning habits of listeners. Those countries overseas where programs are about 90 per cent news and information and 10 per cent music.

Kenton Feels Up With Rates; To Lay Off Soon

'No More Dances or Theaters'

NEW YORK, Nov. 27.—Stan Kenton, Friday (26) notified his orchestra following the band's current Paramount Theater stint, which has three or four more weeks to run, he intends disbanding the orchestra pending the development or discovery of what he terms "suitable locations" for jazz music. He claims that he "never again will play a dance or theater date" even "if it means starving."

The orchestra said that he will lay off for two or three months and possibly longer until his conception of suitable jazz locations and concert promotions are lined up for him. This he amended by pointing out that his contract with General Artists Corporation (GAC) has but four months to run and "if the exact period of dates for me then I'll go out and get them on my own."

Would Rotate Bands

During his proposed vacation, Kenton intends looking into a plan for playing jazz music. The plan calls for the creation of a dozen or so locations across the country which will cater to teen-age jazz enthusiasts and will feature nothing but jazz attractions, from Louis Armstrong thru to Gillespie, Herman and himself. Kenton believes that there is a large, intelligent enough jazz public to support such a project, pointing to his recent concert at the Savoy as an example. On this tour he claims that he played 63 economically successful promotions out of a total of 70. But he added that his concert potential now is exhausted for the next few months.

Kenton was scheduled to go South following the Paramount date but apparently he will have GAC cancel these one-nighters. This marks the orchestra's second disbanding in slightly more than a year.

Col. Album Captures Tensions of 1932-45

NEW YORK, Nov. 27.—A trio of popular personalities have been responsible for preparing one of the most arresting record albums ever to hit the retail market. The album is Columbia's *I Can Hear It Now*, which in 12 minutes and 12 seconds recaptures and recreates the tensions and crises of the span of years from 1932 to 1945. Narrated by Edward Murrow, noted commentator, and containing excerpts of speeches by Roosevelt, Churchill, Stalin, Hitler, Mussolini, Huey Long and many others, the album, when listened to, not only constitutes dramatic experience, but is at the same time a revelation of the evil that men can do and an affirmation of the ultimate strength and victory of humanity's good instincts.

All this has been imprinted on wax. The import, of course, is enormous from an educational point of view, and all who have had a part in the production of the album merit unstinting kudos.

The radio Lutch is very evident. Edward Murrow, one-time war correspondent whose "This Is London" phrase thrilled millions, formed the nucleus in the office of the public affairs department of the Columbia Broadcasting System (CBS) and now on and on in the CBS radio soap, has no peer in his field. Working with Murrow and gathering the material from 500 hours of old broadcasts was radio writer Ed Friendly and J. G. Gude, the latter a one-time

Justice Dept. Stays AFM-Wax Opinion

WASHINGTON, Nov. 27.—The Justice Department continued to withhold a ruling this week on whether it will grant an advisory opinion a request recently made by a union-industry delegation for an advisory opinion from Attorney General Thomas Clark on the legality of a projected contract between record manufacturers and James C. Petrillo's American Federation of Musicians (AFM).

A Justice Department spokesman said late yesterday (26) that "the solicitor general is not yet ready to say whether he will give consideration to the request that an advisory opinion be rendered by Justice Department."

Platter Lending Libraries in Eng. Doing Boff Biz

(Continued from page 3)

anyone qualified to become a member by residence or work in a borough. The system operating in Westminster has no lending fee, and borrowers may take out either two single records at a time or a complete set of an operatic work. The borrower has to refund the full cost (including purchase tax) of renewal for all records borrowed. Damage to records at all times is remarkably small. In Westminster, where the average daily sale is more than 300 records since the library opened, there has been a dozen have been broken. Other libraries assess the rate of even the most minor damage at less than 1 per cent.

While only records of classical music are lent to the libraries, a strong demand is being made for light operas and dance music which will eventually have to be met.

Herman Loses Music Library

NEW YORK, Nov. 27.—Woody Herman again lost access to his music library this week when State Supreme Court Justice Bernard Botwin refused to vacate a writ of attachment obtained by Herman Goldfarb and Mike Vallon against the bantoneer (*The Billboard*, November 20).

The arrangements, which have been held in escrow, had been made temporarily available to Herman pending a court decision.

A Judge Botwin did modify the writ, whitening the plaintiffs' levy to 10 per cent of Herman's own take after the release of the \$60,000 bond paid. Goldfarb and Vallon had sought a share of the \$3,500 he was getting at a recent engagement at the Royal Rost. Since he has to meet a salary of \$2,500 out of this sum for musicians and the vocalist, the court decided that the remaining \$1,000 was his own money, and this amount is subject to attachment to the extent of 10 per cent.

CBS exec and one of the firm of St. Louis & Gude, specialists in the handling of commentators. This combined radio savvy brought to wax a new attitude in bringing back again the times that tried men's souls.

It is more than encouraging that the album is proving a strong commercial item. Plenty of people are buying it. All of which lends credence to the belief that Columbia will plan similar albums, perhaps to be issued on a yearly basis.

Paul Ackerman

It Piles Up Little by Little At the William Morris Agency Band Department

"Curtalement" Hailed as Understatement of Year

NEW YORK, Nov. 27.—The William Morris Agency (WMA) execs have stated that WM "is still in the band business," mounting internal headaches as well as the nature of recent outside activities indicate that the agency's toppers were understating the case when they issued an official statement saying they were going to "curtail" the department's activities. In admitting the proposed curtalement the execs didn't explain whether the slicing will occur by a cutting down of the WM artists' roster, or by a pruning of its sales forces, or by both.

Meanwhile trade talk concerning the Morris situation has been mounting to a fever pitch. This is how it stacked up at press time:

1. C. L. Spivak, who last week asked for his release from a WM contract, this week was denied his request. Spivak immediately took his case to the American Federation of Musicians (AFM), where the tootler board will opine on his pact's request for severance from his pact.

McIntyre to GAC?

2. Orkster Hal McIntyre is virtually set to go with General Artists Corporation (GAC) according to his manager, George Moffet, of the exec Art Weems. It is expected that McIntyre's deal will be signed Monday. The deal is already being submitted by GAC and is not being

proffered by WM, altho WM exec Neil Lefkowitz denied that McIntyre had been asked to leave the agency.

3. WM band department topper Cress Courtney was on his way to Philadelphia at press time to discuss with Duke Ellington a deal which was proposed to the orkster by GAC. It was indicated that the deal would be decided upon one way or the other before the end of the week-end.

4. Del Courtney, whose WM pact winds up in February, is reportedly talking with both GAC and Music Corporation of America (MCA) to take over his management. It was indicated that he hasn't discussed renewal with WM.

Phil Brown May Ankle

5. Phil Brown last week was reported (*The Billboard*, November 27) ready to leave his one-night banking post at WM to go into the personal management biz with WM orkster Claude Thornhill as his first client. Brown, who week indicated that he had been talking with other agencies regarding the management of Thornhill.

6. Milton Krasny, GAC veepee, stated that while he was talking with Courtney, an overture was made to the WM execs to join the "sales staff. Courtney admitted that such a mention was made, but passed it off as being nothing more than a gesture. Courtney also indicated that he had been talking with other agencies regarding the management of Thornhill.

7. GAC Admits Dicker

8. Art Weems, GAC office exec, has admitted that GAC has been after many of the WM properties and mentioned in addition to the aforementioned McIntyre and Ellington, Henry Busch and Basie.

9. An MCA band department topper reported that two WM sylesmen had been up to MCA looking for jobs. He also said that MCA was doing little if any pitching for the WM properties, on the grounds that there are more than enough who are worth the trouble."

10. Traders' point out that WM is an "old-fashioned institution" and that the agency has admitted that it intends to curtail its band department activities. If the curtalement is at the expense of its main line, which now is a fairly slim department (Courtney, Brown, Pat Lombard and Barry Winston in New York; Billie Holiday, Ray O'Connor in Chicago; Pat Robbins and Archie Loveland on the West Coast), it is suggested that the agency should be a contributing factor to the 30 to 40 orks in accordance with the requirements of the AFM. It also is pointed out that the agency's assets are believed to be signed in contracts which call for low commission intake to the office—a fact which probably is a contributing factor to the agency's reported current headaches.

11. One of the agency's band department men stated that the WM work has been done in the ork wing of the office since the WM rumors grew in strength some weeks ago. He asked, "How can the decision be made one doesn't know if there's still a job to do?"

12. Several of the WM contracted outside agents are incensed at WM exec Abe Lastfogel's reference to the band biz as a decadent sideline.

Victor's Latins Now on Own

NEW YORK, Nov. 27.—RCA Victor's Latin-American series was divorced last week from the international department and set up as an independent department headed by Herman Diaz. The Latin wax, which had represented the biggest language group within the international catalog, is now in line for increased promotional concentration, and its separation from the other language groups is designed to give international head Alex Bardmore time to concentrate on other nationalities, as well as on Victor's new Pop Specialty series (*The Billboard*, October 9).

Diaz made a quick trip to Cuba last week to iron out technical matters there, and also to renew the waxing pact with Myria Silva, Puerto Rican, singer.

Decca Revamps A. & R. Set-Up

HOLLYWOOD, Nov. 27.—Decca Records will revamp its artists and rep department set-up to enable topper topper Dave Kapp to divide his time equally between Hollywood and New York. Kapp, currently on the artists side, will be moving to the rep side here which will provide for fluid A. & R. operations from either end of the country.

Jim Hissard, recently added to the Decca A. & R. department, is slated to headquarter in Chicago, handling all Midwest recording and artist matters. Hissard's former partner, Morty Palitz, currently assigned to Hollywood, may eventually be transferred back to New York. The decision will not be made until lifting of the recording ban.

Promoters Out Of Luck--and Green Stuff

Even Proms Don't Pay Off

(Continued from page 3)

Save for Stan Kerton, who filled the Academy on two September nights in a row, the music attractions have failed to break even for most of the promoters. The biggest mystery is where and how the bookers are finding the neophyte promoters so willing to part with their greenbacks.

However, all the blame does not rest on the musical attraction or the lack of promotion. In past weeks the real handwringing on the wall was seen all too plainly when two heavily belted promotions fell flat. The logical answer is the fact that the public is tightening its money belt and that the fancy prices loaded with 20 per cent federal and 10 per cent city amusement taxes are much more than the traffic will bear.

Biggest surprise was the Lauritz Melchior failure at the Academy on February 18. The great Dane was always a cinch for an overflow. This time the 3,600-seat Academy was only three quarters full.

Elitism Factors

A more bitter fiasco was the Duke Ellington promotion on November 16 at the Broadway Hotel. The William Morris agency went down. Too many people got heavy advance bally, and with advertising agency man Charles Borelli, plus vet promoter Reese and his following the event, there was every reason to expect a goodly number in the 4,000-seat hotel ballroom. Instead, the crowd was no more than a smattering of 900--and about one third of these were freebies.

Not helping the concert promoter any is the bad impression left on cash customers by ill-mannered be-bop fans who sat in the upper balcony at the Academy concerts offering Sarah Vaughan and Illinois Jacquet on October 8 and more recently Norman Granz' "Jazz at the Philharmonic" on November 8. The profitability that rained down from the lower-priced \$1.30 seats was objectionable.

Proms Also Flop

Fate of the dance show promoter has been no better. The bumper crop of race proms at the Elate Ballroom here with lesser Negro names has made for only a bumper crop of empty office eggs. Yet, even Vaughn Monroe, considered the hottest attraction in the dance promotion field in these parts, failed to draw enough dancers to show a profit for the promoters who brought him to Convention Hall across the river in Camden, N. J., on October 19.

Also vexing the dance promoters has been the failure of attractions to show up as advertised. Hard hit in this respect was William White, who promoted a show and dance to herald the return of Ella Fitzgerald from Europe at the Embassy Ballroom in Camden, N. J., November 5. The Blue Gate office, which had booked Fitzgerald couldn't get off the fog-bound boat in time to make the promotion. As a consequence, the promoters refunded half of the price to patrons who did venture in and kept the other half for a dance that the disappointed Fitzgerald didn't show up in. The Friday before, John Williams at the Plate Ballroom, didn't fare so well either when Dexter Gordon and

New Infringements Harass Pubs; Plugger Status Still a Problem

NEW YORK, Nov. 27.—Altho sale of illegal song sheets has been virtually stamped out in the United States, another source of infringement has cropped up during the past six months to harass the publishers, according to the president's report at the recent annual meeting of the Music Publishers' Protective Association (MPPA). This latest involves the unauthorized making and offering for sale of dance orchestration and other arrangements of works owned by MPPA members.

In Boston, for instance, the report points out, "a fellow was discovered making and selling arrangements of *East Parade*, *Exactly Like You* and *On the Sunny Side of the Street*."

MPPA has taken action against all such cases in order to eliminate the practice before it becomes a major problem.

Plugger Status

President's report also contained another point not generally known, namely: In the battle between the U. S. Department of Labor and the publishing industry relative to the status of contact men, the labor department, after investigation, took

the position that the men are not salesmen and therefore subject to the wages and hours law. Hereafter it was believed that the labor department had taken no position, but was merely conducting a routine investigation. The president's report points out that the matter is of prime import, not only because of the time and a half that would have to be paid to contact men on all time worked in excess of 40 hours, if the case were decided against the publishers, but also because the decision could be made retroactive for as much as two years. "This," the report says, "would involve important money."

As reported in The Billboard previously, both publishers and the contact men are holding to the position that contact men are salesmen and exempt from the Wages and Hours Law. No decision has been handed down.

ASCAP Board To Talk Video

NEW YORK, Nov. 27.—The board of the American Society of Composers, Authors and Publishers (ASCAP) met Tuesday (26), with television placed foremost on the agenda. Indications now are that the Society will try to open formal negotiations with the television industry (exclusive of ASCAP member film media), slated for December. Internal talks with TV subsidiaries of National Association of Broadcasters (NAB) have been going on for some weeks.

Fred E. Ahlert, ASCAP president, at the recent meeting of the Society's West Coast branch, indicated return from members assigning TV rights to the Society are very close to the necessary 80 per cent figure (representing 1947 dollar volume), and it's expected that a few phone calls will be sufficient to bring the figure up to the required level.

Current thinking in the Society is that the proposed TV deal, which now provides for general and special licenses, may be framed along lines similar to the Society's radio licensing procedure. This would call for a percentage of net annual income, and would permit TV users to choose from various types of pacts including blanket commercial, blanket sustaining, and program commercial and per program sustaining.

Crosby's 'Xmas' Hits 5 Mil Mark

HOLLYWOOD, Nov. 27.—Decca Records claimed an all-time sales record for its single disc with the disclosure that Bing Crosby's etching of *White Christmas* had passed the 5,000,000 mark. First issued in 1942, the disc reached million sale several weeks ago when dealers completed bulk of orders for Christmas selling season.

Plattley believed the Crosby version of the song had now reached an industry record for single platter sales, altho comparative figures were not available. Plattley wouldn't say how much royalty would be paid to Crosby for the Christmas etching.

Mercury Jumps Gun; Releases "Best Years"

NEW YORK, Nov. 27.—With the ban's end beckoning, release date set between record companies and publishers keep cropping up. Latest to jump the gun was Mercury, with Eddy Howard's *These Are the Best Years of Our Lives*, copies of which were sent to reviewers and three local disk jockeys last week. When one aired the disk, the Robbins publicity, which had steeled the tune for a January 1 debut, was immediately deluged with phone calls from major and indie waxery baggies, who demanded how come.

No license had been issued for recording, and when Mercury was apprised of the situation, it withdrew the platters, confessing an honest error. A box of the disks had come into Mercury's New York office and copies were dispensed thru overnight.

Mercury had also been premature in the case of the John Laurence waxing of *Red Roses for a Blue Lady*, dubbed by Mills. Altho Mills was misled, it left the record go thru. Another broil is the current Metrotone-Bellini difference over *Don't Hang Around*. Here a license was issued, with no written mention of a release date, but according to Melin there was an oral agreement that the disk would not be released until January. Only action so far has been an exchange of letters between the firm's attorneys.

Leeds Acquires Delkas Catalog

NEW YORK, Nov. 27.—Leeds Music Corporation added substantially to its standard catalog by acquiring for a reported \$250,000 the catalog of concert and educational music. The catalog includes more than 200 piano, string, choral and orchestral works by noted composers such as Bela Bartok, Walter Piston, Frederick Jacobi and Clifford Vaughn.

Leeds' standard catalog was started with the purchase of the scores of the Am-Rus library, which includes such composers as Prokofiev, Scriabin, Tchaikovsky and numerous others of the Russian school. Other adjuncts of the firm's standard division include the Spivey-Coleman catalog, purchased early this year, and the publishing rights to all of Joseph Schillinger's musical compositions.

Levy's Promotion Push

HOLLYWOOD, Nov. 27.—Leeds Music topper Lou Levy will begin a program of push to spur West Coast performances of classical works in firm's Am-Rus and Leeds catalogs. Pup topper will hire a contact man shortly to work with symphony schools and broadcasters in putting across works by Khachatourian, Shostakovitch, Prokofiev, Stravinsky and Kabalevsky.

While in Europe recently Levy purchased American rights to Swedish *Rhapsody* from Kletth & Prowse, Ltd., who control rights in European rights to the longhair work. Other acquisitions in the classical field may be added, it was stated.

Levy's push was coordinated Bob Stern, West Coast Slack and promotional man for Leeds, to supervise firm's folk, hillbilly and race catalogs.

NEW YORK, Nov. 27.—Blue Baron's ork will follow Leighton Nobla into the Bowman Room of the Hotel Biltmore here on December 14. Baron, who now is on a one-nighter tour, will play an engagement of at least four weeks plus options.

BILLBOARD BACKSTAGE

By Joe Caida

On and Off the Soapbox; Or, Some Random Thoughts Re the Record Evolution

(Continued from page 3)

33 1/3, depending on the cards you were holding at the moment. There was also a fair amount of speculation on what RCA Victor would do about Columbia's 33 1/3. This speculation has increased from week to week. In recent weeks more misinformation has been published about what RCA Victor will do than on any single subject in the record business since the old disk versus cylinder days.

Some of the Hildy Johnson newspapers have been running scoops on what RCA Victor is going to bring out. Some of the soap-boxers, untampered by the fact that they had no idea what RCA Victor was actually bringing out, have rushed loudly to the defense of the poor, defenseless consumer. In the vanguard of the lux-carton brigade were a couple of fellows on the Saturday Review of Literature, named Edward Tattall Canby and Irving Kolodin. Said Canby, in a piece headed "Two Standards—or Three?": "... a fine confusion, then, of standard-size units or LP records, and LP-size units for standard records, plus numerous aberrations therefrom... a new third system can mean suicidal chaos of competition in which it is hard to see how anyone can gain more than wine from sour grapes and an enormous increment of public ill will.

"... We insist on complete interchangeability... that we will accept two standards as a transition necessity, but that three is decidedly one too many. Let's smoke the 'other' companies out."

Kolodin in Line

And the SRL recordings' editor, Kolodin, swung in right behind him with "... Some gossip that has come to our ears describes the imminent appearance, from one of the large companies (Ed. Note: How coy can you get, Irving?) of a disk, not microgrooved, which would revolve at a speed in the 40's. Unless it is the bourgeois purpose of this manufacturer to ignore the lessons of the past, there can be no defense of such a departure from one standard which does exist in several other industries. The good will in making its product available on records interchangeable on all equipment of the new type would much exceed the selfish pleasure that a battle of annihilation would give to a Pyrrhic Victor." (Kolodin did not capitalize the V).

Amen—But

We hesitate to do battle with a couple of literary characters like Edward Tattall and Kolodin, who write so learnedly of matters about which they know so little, but there are a few items which should be pointed out.

(1) Columbia put out its long-playing microgroove 33 1/3 r.p.m. record because its executives felt they had a product better than they had ever offered the public before at a good price. Columbia is continuing to put out 78 r.p.m. records so that the public's present phonographs are not obsolete.

(2) RCA Victor is not going to put out 33 1/3. The company is going to put out a 45 r.p.m. record with no long-playing features whatsoever, obviously because they believe they have a better product than either the standard 78 r.p.m. records or Columbia's 33 1/3 r.p.m. RCA Victor is also going to continue to put out its

regular 78 r.p.m. records, so that here again the public's present phonographs will not be obsolete. RCA Victor is not making public its new-type records because they want to give dealers every opportunity to get all the business to be had during the Christmas season. The executives are fully aware that there is much speculation and that typewriter titans like Canby, Kolodin and Caida will write whatever they believe they should write anyway, and that Canby, Kolodin and Caida combined don't have enough circulation to make a dent in the consumer field anything approximating the dent an official RCA Victor announcement to the general press would make. Thus, the confusion, on the consumer level at least, which is inherent in basic change, will be held to a minimum at this time.

(3) RCA Victor is obviously going to produce, promote and market players on which its new 45 r.p.m. records may be played. Several other set manufacturers will probably also produce such players.

Basic Facts

So it boils down to this: No matter what anybody says or writes, the record business as of early spring, 1949, will have six types of records available to consumers: 78, 33 1/3 and 45. The 15 to 17 million people who now have 78 r.p.m. players will be able to buy records for their machines. Those who have bought or will buy 33 1/3 players will be able to get records for their machines, and those who decide they want 45 r.p.m. records will be able to buy such records and the players for them.

Is this good or bad? Well, both the Columbia 33 1/3 record and the RCA Victor 45 r.p.m. record are a better buy (better quality for less money) than the old 78 r.p.m. standard record. Isn't it about time the record business raised its standard of quality? It's been a long time coming.

The first flat disk ever made, some 50 years ago, as a matter of fact, was a 78 r.p.m. platter and can still be played on standard phonographs today; 78 goes back to the spring-wind phonograph. But whether or not you agree, it's about time here. The industry is going thru a somewhat drastic evolutionary period.

Painless Submission

And Canby, Kolodin, anyone and everyone who has any interest in, and consequently any responsibility toward the record industry, can do just one thing to make this evolution as painless for all concerned as possible: contribute to holding the natural confusion which must develop from any evolution down to the barest minimum. Manufacturers and distributors must sell these new products to dealers in an intelligent, constructive and understanding manner. Dealers must refuse to be stampeded into a panic. They must learn all they can about the merits of the various products and the manner in which those products fit or do not fit into the dealer's own consumer picture. And the consumer? Let's face it, fellows. He has a way of making the final decision on matters like this. If he likes 33 1/3, that'll be it! If he likes 45, it will get the nod. If he prefers to stay with the old 78, 78 it will be. Remember Dewey!

Anybody want the use of the soap box?

**DECCA brings you
2 BIG MONEY-MAKERS
by 2 Great Artists**

Another Smash Hit by

ELLA FITZGERALD

**TO MAKE A MISTAKE
IS HUMAN**

and

IN MY DREAMS

**Both Vocal with Mixed Chorus
and Rhythm Accompaniment**

DECCA 24529

More Sensational Than Ever!

EVELYN KNIGHT

and THE STARDUSTERS

**POWDER YOUR FACE
WITH SUNSHINE**

(Smile! Smile! Smile!)

Vocal with Chorus and Rhythm Accompaniment

and

ONE SUNDAY AFTERNOON

Vocal with Chorus and Instrumental Accompaniment

DECCA 24530

ORDER NOW!

*Single records 75¢ each
(plus taxes)*

**DECCA
RECORDS**

**America's
Fastest
Sellers!**

Marks' Renewal Buttresses BMI in AM, TV Thru 1959

NEW YORK, Nov. 27.—Broadcast Music, Inc. (BMI), strongly buttressed its position for years to come in radio and television by concluding a pact with Edward B. Marks whereby the TV and AM performing rights of the latter's vast store of standard music will continue to be licensed by BMI until 1959. Negotiations between the parties had been going on for some time, with BMI considering either purchasing the catalog or renewing.

The pact is the third between the parties, the first one dating back to 1940 when Marks switched from the American Society of Composers, Authors and Publishers (ASCAP) to BMI for a period of five years. Prior to the radio rights then was \$250,000 per year. The pact was renewed at the end of five years. It was reported that under the current renewal financial arrangements are similar to those of the old pact.

BMI's more than 2,000 station contracts run out in 1959. The company's acquisition of the Marks catalog, therefore, assures its licensees of

this notable collection of copyrights during the period of the license.

Marks Music Corporation will continue to be run by Herbert Marks, with Max B. and Mitchell B. Marks continuing actively in the management.

RCA Adds Hannah Kipnis

NEW YORK, Nov. 27.—RCA Victor's international department head, Alex Bard, this week announced the signing of Hannah Kipnis, dubbe the "Palestinian Nightingale." The thrush, who will spend a year in this country, will wax Palestinian folk songs. Bard also announced the signing of the Irish series, of England's top hit, Gueysey Bay, sung by Mike O'Duffy. The Irish tenor, who is now in this country broadcasting over Mutual Broadcasting System, waxed the side originally for His Master's Voice, RCA Victor's British affiliate.

Coast ASCAP-ers Touchy on Change of Classification

HOLLYWOOD, Nov. 27.—News that the American Society of Composers, Authors and Publishers (ASCAP) is working on a revision of its writer classification system (carried exclusively in The Billboard, November 20) touched off a flare of antagonism at ASCAP's annual West Coast meeting this week.

L. Wolfe Gilbert informed ASCAP Pres. Fred Ahlert that he must remember his responsibilities to the Coast membership and not sacrifice the California wing in favor of the New York writers. He specifically reiterated the Coast objection to reclassification, pointing out that when members re-signed with ASCAP recently they did so with the understanding that their present classifications would be maintained.

Gilbert further said that if the New York board tampered with current classifications, ASCAP may find itself on the receiving end of a barrage of lawsuits.

ST Completes Hefty Foreign Disking Spree

HOLLYWOOD, Nov. 27.—Completion of the most extensive foreign recording junket yet attempted by an American library service was disclosed this week by Harry Bluestone, production manager for Standard Transcriptions, following his return from Paris. Bluestone crossed the pond to record after Standard topper, Jerry King, defied American Federation of Musicians (AFM) Pres. James C. Petrillo and the union's recording ban. Sessions began in Paris September 27, lasting continuously thru November 2, during which more than 350 tunes were etched for American release.

Record-breaking diskings spree, supervised by Bluestone and Standard recording engineer Robert Callem, lasted a total of 36 days, averaging two sessions daily. Tunes etched included 65 new ditties, a complete range of pop standards and several longhair works. Pops were cut by Rene Durance's Club Lido orchestra, name French crew of 15 sidemen. American thrush Anita Ellis, formerly vocalist on the Red Skelton airshow, cut 40 vocals in Paris. Additional tape recorded vocals will be reduced in Hollywood by crooners Artie Wayne and Michael Douglas.

In longhair field Standard cut several symphonic suites with top sidemen culled from ranks of Paris Symphony Ork. Cost of entire junket was estimated at \$23,000, which included fees for American and French arrangers. To cut the same number of tunes using an equal number of musicians in this country would have cost an estimated \$70,000.

Bluestone estimated that the trip will provide Standard with enough new release material for five months, at an average of 80 new sides issued monthly. Flatrate exec told Standard would probably make regular scheduled recording trips to France and Europe regardless of ban outcome, considering savings in recording costs well worth expenses of European junket.

Cetra, Turicophone RepTempo in Europe

HOLLYWOOD, Nov. 27.—Tempo Records this week named as European representatives Cetra in Italy and Turicophone for Switzerland and Austria. Deals were closed by Irving S. Fogel, Tempo pres., currently on a big trip in Europe. Cetra and Turicophone will handle Tempo's product in those countries.

Fogel will return to the U. S. in mid-December.

Arden and Dale

Inked by Signature

NEW YORK, Nov. 27.—Signature Records this week inked chirp Toni Arden to a one-year waxing pact and renewed its deal with warbler Alan Dale for two additional years.

Miss Arden is the featured chirp with the Shep Fields ork and prior to that tried as a single attraction.

12½c DECCA MELON

NEW YORK, Nov. 27.—Directors of Decca Records, Inc., at a meeting Wednesday (24), declared a regular quarterly dividend of 12½ cents per share on the capital stock. This is payable December 28, 1948, to stockholders of record December 14, 1948.

Assoc. Booking Inks Hudson

NEW YORK, Nov. 27.—Dean Hudson has signed with Associated Booking, not General Artists Corporation as other trade papers erroneously reported. Hudson is now at the Plantation Club in Nashville.

... WONDERFUL ... ENJOYABLE ... PLAYING THE HOLLYWOOD PALLADIUM, TOO



LAWRENCE WELK

HOLLYWOOD PALLADIUM
SOUTHERN & CALIFORNIA ENTERPRISES, INC.
1001 WEST BROADWAY • HOLLYWOOD, CALIFORNIA • PHONE COLLEGE 4-0000

November 10, 1948

Mr. Lawrence Welk
8200 Sunset Boulevard
Beverly Hills, California

Dear Mr. Welk:

As your engagement drew to a close, I feel it only fair that I tell you how wonderful it has been having you and your orchestra at the Palladium.

I do not miss any letters of this type, but the wonderful attention to the band by the Palladium personnel on your final dance made me understand how much you had at the Palladium, that I feel completely justified in writing this letter, that I feel completely justified in writing this letter, that I feel completely justified in writing this letter.

All of us here at the Palladium have enjoyed your engagement tremendously and look forward to a quick return.

With kindest regards, I am

Sincerely yours,
Harry Kohn
President

and his Champagne Music

Latest DECCA Release

"CANADIAN CAPERS"
"BACK HOME IN ILLINOIS"

STANDARD TRANSCRIPTIONS

Returning to
TRIANON BALLROOM
Chicago, December 25 for
Indefinite engagement

Direction: **MUSIC CORPORATION OF AMERICA**
Personal Management:
SAM J. LUTZ, 6272 Sunset Blvd.
HOLLYWOOD 28, CALIFORNIA

BMI Devises All-in-1 License Pact for Fairs

NEW YORK, Nov. 27.—Broadcast Music, Inc. (BMI), has devised a new all-in-one music license contract for fairsgrounds toward the end of simplifying licensing procedure. The new form was submitted last week to Henry Bowen, operator of Whalom Park in Fitchburg, Mass., and chairman of the music committee of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Bowen indicated that he would report the contract for discussion at the current NAAPPB convention in Chicago.

The proposed form provides for licensing wired music played over p.a. systems and music incidental to carousels and other individual rides at a flat yearly fee. BMI has not charged for these categories at amusement parks in the past. Other clauses cover skating rinks and ballrooms, at status quo rates—for the rinks, one admission tax times the number of weeks of operation, and for the dances, one-half of 1 per cent of the first \$50,000 of the annual music payroll. Until now, each of these has been licensed under a separate contract.

It is believed that if the NAAPPB endorses the form, most of the individual members will sign without much ado. BMI has not approached the amusement park licensing tax on an industry committee basis until now and is hopeful that the convention will approve, thereby facilitating licensing to an extent whereby a good chunk of signed contracts can be obtained by mail.

Capitol Contacts 1,500 Dealers In T'funken Merchandising Plan

HOLLYWOOD, Nov. 27.—Capitol Records distributed approximately 1,500 questionnaires to disk dealers throughout the country sounding out retailers on Telefunken prior to framing its merchandising policies for the sale of its recently acquired German longhair catalog. Dealers' replies to the 30-page survey form will be carefully studied by Cap execs before the diskery establishes what plan it will follow in marketing and promoting Telefunken waxes in this country. According to Capitol, dealers are eager to give their opinions, as indicated by the heavy return to the lengthy questionnaire. Results are as yet unknown, since diskery is awaiting additional returns before starting tabulation. Forms are being sent out by Cap's distribution branches. Of particular interest in the survey is the space devoted to dealers' opinion of 33 1/3 r.p.m. platters and whether they suggest Cap's entry into the long-playing field.

Questionnaire is divided into five parts: (1) Past experiences with Telefunken; (2) customer buying habits; (3) musical preferences; (4) physical product—preferences in album preparation, 33 1/3 vs. 78 r.p.m., etc.—and (5) promotion of product. Questions under Part 1 include: When did you stock Telefunken? Why did you stock Telefunken? How did you promote Telefunken most successfully? How did Telefunken sell in comparison to other foreign recordings? At what price did you sell Telefunken records? Could you have sold more had they been available? How did people buy (fidelity, artists, performance, reputation of label, selections not available elsewhere, etc.)? What sold best on Telefunken (standards available on

domestic labels, music not easily found elsewhere, etc.)? What specific selections sold best?

Under Part 2, Capitol asks: How do customers generally go about buying classical records (do they ask for selection, specifying label or artist; ask for composer; artist, etc.)? Is the customer usually willing to accept a substitute for the particular item he wants to buy? If two or more recordings of the same selection are available, what prompts customer's choice? How do you account for any important preference as between Victor and Columbia? Part 3 (musical preferences asks): What are your best-selling classical albums? Best-selling singles? What composers are in demand whose lesser-known music is wanted but hard to get? What selections are in demand but are either hard to get or have not been recorded? Do you know of any Telefunken recordings or artists that are particularly in demand? What type of music should we include in our first Telefunken release (operas, symphonies, concert, solo instruments, vocal, etc.)? Approximately, what percentage of your total classical and semi-classical dollar sales is in albums? How many albums and singles would you suggest for our first release? If there is a choice, should related material be released as an album or as single?

Under Part 4 (physical product), Capitol asks: How should we design our classical album cover? How should descriptive and biographical material be handled (loose booklet, booklet bound into album, printed on liner and sleeves)? What descriptive, historical or biographical information should be provided with albums? Do

Commerce Dept. Passes Buck on LP Plea to FTC

NEW YORK, Nov. 27.—The Department of Commerce last week turned down a request made by Paul Poner, Allegro disk presy, that the department should take a hand in seeking standardization of long playing (LP) systems.

Assistant Secretary Thomas Blaisdell, replying to a recent letter in which Poner asked intervention in the confused situation resulting from Columbia's 33 1/3 r.p.m. LP entry, and from RCA Victor's forthcoming 45 r.p.m. disks, informed Poner that "we can appreciate the present difficulties facing your industry, but do not feel, operating under a free economy as we do, that this department could intervene in situations of this kind unless directed to do so by law."

Blaisdell suggested, however, that the Federal Trade Commission (FTC) be consulted "if you believe that there are elements of unfair competition in the manner in which any new developments are introduced."

you stock Columbia LP records? How are they being received? Why do customers prefer or reject LP records? What is your personal opinion as to future of LP records? How should we release our classical library (standard 33 1/3 r.p.m.)?

Under Part 5 (promotion), questions include: Most effective advertising medium? What can be most advantageous selling point? Should Telefunken name be stressed in promotion? Would you be interested in selling and promoting the Telefunken line?

➡ A Positive Bet for Big Sales

Eddy Arnold's

Latest Record Release

"Then I Turned and Walked Slowly Away" (AVA)
BACKED WITH
"A HEART FULL OF LOVE" (Hill and Range)

RCA VICTOR Record
No. 20-3174

➡ A Positive Bet for Big Play

PUBLISHED BY

ADAMS, VEE & ABBOTT, Inc. (AVA)

216 WEST WABASH AVE.
CHICAGO 4, ILLINOIS

PEGGY Lee



Singing Her Latest and Greatest

Hold On

FLIPOVER

I WANT TO GO WHERE YOU GO,
THEN I'LL BE HAPPY

With Dave Barbour And His Orchestra

Capitol Record No. 15298



Capitol RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART I

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending
November 28

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

First Week

Last Week

1. BUTTONS AND BOWS

By Livingston and Evans

Published by Famous (ASCAP)

Records available: Gene Autry, Columbia 26489; The Dinning Sisters, Capitol 15104; Betty Orrwell-Hill, Mercury 514; MCM 16244; E. Knight, Decca 24401; Betty Rhoads, Victor 26-3078; Dinah Shore, Columbia 36344; B. Brown, Variety 114; Jet Clay, Decca 2623; B. Hope-Clark Sisters, Capitol 15292; Gracie Fazio, London 151; R. O'Connell, Coast 6025.
Electrical transcription libraries: Sterling Young Ork, MacGregor.

2. ON A SLOW BOAT TO CHINA

By Frank Loesser

Published by E. M. Morris (ASCAP)

Records available: L. Clinton Ork, Decca 24481; R. Goodman Ork-A. Renwick, Capitol 15208; Kay Kyser, Columbia 36344; G. Laundon, Mercury 514; Lunt, MCM 16286; P. Martin, Victor 26-3121; R. Howard Ork, Mercury 510; J. Frank, Variety 117.
(No information on electrical transcription libraries available as The Billboard goes to press.)

3. MY DARLING, MY DARLING

By Frank Loesser

Published by E. M. Morris (ASCAP)

Records available: R. Young & J. Lathrop, Victor 26-3187; So Stafford-Gordon Macfar, Capitol 15271; Doris Day-Buddy Clark, Columbia 36343; Peter Lind Hays, Decca 24418.
(No information on electrical transcription libraries available as The Billboard goes to press.)

4. A TREE IN THE MEADOW

By Bill Reid

Published by Shapiro-Bernstein (ASCAP)

Records available: B. Brown, London 152; P. Fenelly Ork, MCM 16211; J. Laurens, Mercury 514; Monica Lewis-Amos Brothers, Decca 24411; J. Low Ork, Victor 26-2845; Margaret Whiting, Capitol 15129; B. Brown, Decca 24411; 36279; B. Lester, Rainbow 20015; Variety 104; B. Brown-Variety Ork, Variety 104.
Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Amos Brothers, World.

5. YOU WERE ONLY FOOLIN'

By Larry Pullin-Billy Faber-Fred Meadows

Published by Shapiro-Bernstein

A Barren (ASCAP-BMI)

Records available: Bill Barron, MCM 16185; Ink Spots, Decca 24410; Starr, Capitol 15228; E. Whitley-Green Sisters, Columbia 36323.
(No information on electrical transcription libraries available as The Billboard goes to press.)

6. MAYBE YOU'LL BE THERE

By Sammy Gallop and Rube Bloom

Published by Triangle (ASCAP)

Records available: J. Pina Ork, Mercury 510; Q. Jontine Ork, Decca 24401; Variety Ork-Frank and Chorus, Variety 102; Jack Carroll-David Rhodes Ork, National 8032; Betty Rhoads, Victor 26-3186; Billy Butterfield, Capitol 161; Eddy Howard, Mercury 524.
Electrical transcription libraries: Louise Carlyn, NBC Theatre; Mindy Caron-Bead D'Amico, Associated; Ziggy Elman, Lang-Worth; Eddy Howard, Mercury 524.

7. TWELFTH STREET RAG

By Al Rumsen

Published by Shapiro-Bernstein (ASCAP)

Records available: M. North Trio, Decca 24450; Fre Wee Hunt Ork, Capitol 15106; M. Simon, Rego 1018; Jack Pina & Ork, MCM 16201; Eddie Clark Miller, Rainbow 20032; Sidney Bechet, Victor 26-3120; Variety 104; P. (Rhone)Kerfif Fisher, Rego 125; B. Bishop, Buick 104; J. Laurens, Decca 24411; (Rhone)Kerfif Fisher, P.M. 301; Variety Ragtime Band, Variety 104.
Electrical transcription libraries: Airline Trio, Lang-Worth; Frankie Carle, Lang-Worth; The Four Pals, Decca, Lang-Worth; Charles Magnante, Associated; Manhattan Highways, NBC Theatre; Music Hall Varieties Ork, NBC Theatre; Pat Dodd-Cecil Norman, London; Jack Pina, Standard; Alvino Rey, Standard.

8. A LITTLE BIRD TOLD ME

By Harry O'Brooks

Published by Source (ASCAP)

Records available: Blue Lu Barker Ork, Capitol 15206; Evelyn Knight, Decca 24414; P. Watson, Supreme B-1507; Smokey Rogers, Capitol 15258.
(No information on electrical transcription libraries available as The Billboard goes to press.)

9. MY HAPPINESS

By Betty Peterson and Barney Bergantzen

Published by Triangle (ASCAP)

Records available: R. Deauville-Novelle Harmonies Trio, Buick 102; The Martin Sisters, Columbia 36127; The Pied Pipers, Capitol 15044; P. Sheridan, Pals 10447; A. & B. Bred, Danm. De-112; E. Fitzgerald, Decca 24414; Danm. Signature 15208; L. Laurens, Mercury 514; The McKay Trio, Continental C-1541; A. and J. Nelson, Handwagone 641; Anne Vincent, Decca 24412; Dorothy Morrow Ensemble, Victor 26-285; Tyler Duo and Ork, Variety 101; Bill Case with His Melody Boys, Royal-Tone 104.
Electrical transcription libraries: The Gernardes, Standard.

10. HAIR OF GOLD, EYES OF BLUE

By Susan Styler

Published by Melin (RM-ASCAP)

Records available: L. Carson, Handwagone 510; J. Morrison, Metrolone 2018; Jack Lathrop, Victor 26-3100; John Laurens, Mercury 512; Art Lund-Crew Chief, MCM 16210; Gordon Macfarlane, Capitol 15117; Steve Rogers, MCM 16211; M. Pina, Capitol 15217; C. Shann, Columbia 36315; B. Tyler, Continental C-1541; B. Eberly-Sundline Bernadette, Decca 24411; Lavita Sister-Trio Singers, Buick B-1041; Harmonists, Universal C-121; Red Odium & His Texas Pals, World 1022; Red Harper, Exclusive 102; M. Minard, Apollo 1128.
Electrical transcription libraries: Monica Lewis, World.

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- ☐ 1. **BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- ☐ 2. **ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123
- ☐ 3. **MY DARLING, MY DARLING**
EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
- ☐ 4. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965
- ☐ 6. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-3109
- ☐ 7. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3170
- ☐ 9. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE RCA Victor 20-2965
- ☐ 10. **HAIR OF GOLD**
JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109



... Mail your order to your RCA Victor distributor!

Name _____

Street _____

City _____ State _____

This week's RCA VICTOR release!

✓ **POPULAR**

- ☐ You Can Never Shake Love
You Know What The Trouble Is Baby TOMMY DORSEY RCA Victor 20-2984
- ☐ Congratulations
Bye Bye Blues TEX BENEKE RCA Victor 20-3287
- ☐ Golway Bay
One Sunday Afternoon JANE PICKENS RCA Victor 20-3238

✓ **FOLK**

- ☐ Time Will Tell
I'm A Henpecked Man CECIL CAMPBELL RCA Victor 20-3228
- ☐ Little Buddy
You Played Love on the Strings of My Heart HANK SNOW "The Singing Ranger" RCA Victor 20-2988
- ☐ Maple On The Hill
Lights In The Valley J. E. MAINER'S MOUNTAINEERS RCA Victor 20-3288

✓ **BLUES**

- ☐ Can't You Read
County Jail Blues BIG MACED RCA Victor 20-3099

✓ **SPIRITUAL**

- ☐ Sweet Little Jesus Boy
Amen WINGS OVER JORDAN CHOIR RCA Victor 20-3208

✓ **INTERNATIONAL**

- ☐ Zwawo - Polka (With Pep)
Wesele Sieradzkie - Oberek (Wedding in Sieradz) — POLISH — WALTER OSSOWSKI RCA Victor 20-3198

✓ **"HYMNS FOR SINGING"**

- ☐ DICK LEIBERT
at the Organ of Radio City Music Hall, New York City Album P-288
- Rock of Ages and The Church's One Foundation RCA Victor 20-3197
- Onward, Christian Soldiers and Abide With Me RCA Victor 20-3196
- Sun Of My Soul and Holy, Holy, Holy RCA Victor 20-3199
- The Old Rugged Cross and Lead, Kindly Light RCA Victor 20-3200

Riding High... Climbing Fast

- ☐ All I Want For Christmas (Is My Two Front Teeth) SPIKE JONES RCA Victor 20-3177
- ☐ Dawn Among the Shattering Palms SAMMY KAYE RCA Victor 20-3160
- ☐ Buttons and Bows BETTY RHODES RCA Victor 20-3078
- ☐ Blue Christmas JESSE ROGERS RCA Victor 20-3243
- ☐ Then I Turned and Walked Slowly Away EDDY ARNOLD RCA Victor 20-3174

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

*Re-issued by Request!



A SMASH HIT!



EVERYBODY'S BUYING

**SLIM
GAILLARD'S**
Original

Down by the Station

and
(I Don't Stand) A GHOST OF A CHANCE

M-G-M RECORD No. 10309

Going Strong

You Were Only Feeling
It's Easy When You Know How

Blue Barron
and his Orchestra
M-G-M 10183

On A Slow Boat To China
By The Way

Arl Lund
M-G-M 10269

Buttons And Bows
The Matador

Betty Garrett
M-G-M 10244

I've Been Working On The Railroad
In The Market Place Of Old Monterey

Arl Mooney
and his Orchestra
M-G-M 10298

Life Gits Tea-Jes Don't It
Wind In The Mountains

Carson Robison
M-G-M 10224

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The
Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Work Ending
November 25

STANDARD
SERVICE
PUBLICATION

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (P) indicates tune is in a film; (M) indicates tune is in light musical; (R) indicates tune is available on records.

POSITION	Weeks Last This	Weeks	Artist	Publisher
10	1	1		
6	2	1	1. BUTTONS AND BOWS (F) (R).....	Famous
4	7	3	2. ON A SLOW BOAT TO CHINA (R).....	Melrose
21	3	4	3. WHITE CHRISTMAS (R).....	Berlin
9	8	5	4. A TREE IN THE MEADOW (R).....	Shapiro-Baratien
3	11	6	5. YOU WERE ONLY FOOLIN' (R).....	Shapiro-Barnstein-Barron
3	6	7	6. HERE COMES SANTA CLAUS (R).....	Western
31	4	8	7. MY DARLING, MY DARLING (M) (R).....	E. H. Morris
1	—	9	8. A LITTLE BIRD TOLD ME (R).....	Blasco
14	6	10	9. HAIR OF GOLD, EYES OF BLUE (R).....	Bourne
24	9	11	10. MAYBE YOU'LL BE THERE (R).....	Mellin
3	16	12	11. SANTA CLAUS IS COMIN' TO TOWN (R).....	Triangle
22	10	13	12. YOU CALL EVERYBODY DARLIN' (R).....	Faist
4	18	14	13. SAY SOMETHING SWEET TO YOUR SWEETHEART (R).....	Mayfair
12	16	15	14. EV'RY DAY I LOVE YOU (R).....	Harms, Inc.
15	13	16	15. UNDERNEATH THE ARCHES (R).....	Robbins
7	12	17	16. UNTIL (R).....	Dorsey Bros.

Notes: Due to the appearance on the Popularity Charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

POSITION	Weeks Last This	Weeks	Artist	English	American
10	1	1			
9	1	1	1. BUTTONS AND BOWS.....	Victoria.....	Famous
9	3	2	2. WHEN YOU'RE IN LOVE.....	Bradbury Wood.....	Chappell
12	2	3	3. MY HAPPINESS.....	Chappell.....	Blasco
12	4	4	4. SO TIRED.....	Campbell-Connolly.....	Gleason
31	8	5	5. GALWAY BAY.....	Bux and Cox.....	Leeds
29	4	6	6. DREAM OF OLWEN.....	Lawrence Wright.....	Miller
2	9	7	7. BALLIN' THE JACK.....	Francis Day.....	"
14	8	8	8. YOU CAN'T BE TRUE.....	Chappell.....	Biltmore
9	6	9	9. LA VIE EN ROSE.....	Nasi Gay.....	Harms, Inc.
9	14	10	10. YOU CALL EVERYBODY DARLIN'.....	E. H. Morris.....	Mayfair
17	7	11	11. RAMBLING ROSE.....	Irwin Dosh.....	Laurel Music
4	11	12	12. ANYTHING I DREAM IS POSSIBLE.....	Rold.....	Laurel Music
9	12	13	13. UNDERNEATH THE ARCHES.....	Campbell-Connolly.....	Robbins
19	10	14	14. WOODY WOODPECKER.....	Leeds.....	Leeds
2	15	15	15. SAY IT EVERY DAY.....	Merrin.....	"
10	13	16	16. ALL DRESSED UP WITH A BROKEN HEART.....	Cinaphonic.....	E. B. Marks
2	17	17	17. IT ONLY HAPPENS WHEN I DANCE WITH YOU.....	Barlie.....	Berlin
1	—	18	18. IN MY DREAMS.....	Irwin Dosh.....	Murray Witell
5	—	19	19. WHEN THE ORGAN PLAYED AVE MARIA.....	Strauss Miller.....	"
1	—	20	20. SABBIE DANCE.....	Leeds.....	Leeds

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION	Weeks Last This	Weeks	Artist
10	1	1	
6	1	1	1. BUTTONS AND BOWS
4	3	2	2. ON A SLOW BOAT TO CHINA
25	3	3	3. MY HAPPINESS
20	2	4	4. A TREE IN THE MEADOW
14	8	5	5. UNDERNEATH THE ARCHES
16	6	6	6. YOU CALL EVERYBODY DARLIN'
11	7	7	7. HAIR OF GOLD, EYES OF BLUE
2	11	8	8. YOU WERE ONLY FOOLIN'
10	8	9	9. BLUEBIRD OF HAPPINESS
12	9	10	10. TWELFTH STREET RAG
14	11	11	11. RAMBLING ROSE
1	—	12	12. WHITE CHRISTMAS
2	13	13	13. GALWAY BAY
1	—	14	14. SANTA CLAUS IS COMIN' TO TOWN
29	15	15	15. YOU CAN'T BE TRUE, DEAR

The
Billboard

MUSIC POPULARITY CHARTS

PART
III

Radio Popularity

WEEK
ENDING
November 25

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on regular over weekly survey among 1,100 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed may be found in the Record Roll of Rite, Music Popularity Chart, Part I. (P) indicates tune is from a film; (M) indicates tune is from a light musical.

Week Ending November 25	Rank	Title	Artist	Label
13	1	BUTTONS AND BOWS.....	Dinah Shore	Capitol
6	2	ON A SLOW BOAT TO CHINA.....	K. Kysar, Ork-H. Baskitt-G. Wanda	Columbia 38246-ASCAP
4	3	MY DARLING, MY DARLING.....	J. Stafford-G. MacRae and the Starlighters	Capitol 18279-ASCAP
19	4	A TREE IN THE MEADOW.....	Margaret Whittle	Capitol 18139-ASCAP
18	5	TWELFTH STREET RAG.....	Pee Wee Hunt	Capitol 18105-ASCAP
4	6	ON A SLOW BOAT TO CHINA.....	F. Martin Ork-G. Hughes	Victor 20-3123-ASCAP
18	7	MAYBE YOU'LL BE THERE.....	Gordon Jenkins	Decca 24514-BMI
2	8	ON A SLOW BOAT TO CHINA.....	E. Howard Ork	Mercury 6810-ASCAP
4	9	BUTTONS AND BOWS.....	Buddy Hodge-G. Zimmerman Ork	Victor 20-3078-ASCAP
2	10	A LITTLE BIRD TOLD ME.....	E. Howard Ork	Decca 24514-BMI
13	11	UNTIL.....	Tommy Dorsey Ork-H. Baskitt	Victor 20-3081-ASCAP

(The Chartless, Columbia 38246)

(Continued on page 100)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Radio Check Bureau. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points for commercial vocal. Thus, commercial vocal carried to New York, Chicago and Philadelphia would score 12 points etc.

Week of November 19-25

Songs	Publisher	Head in N.Y.	Head in Chi.	Head in Phila.	Ad.
A Hundred & Sixty Acres	Leads	0 1 0 0 2 1 2 0 2 1 8 13 0 6			
A Tree in the Meadow	Shapiro-G	1 0 3 2 2 0 4 5 0 0 0 0 0 6			
Ab, But It Happens	Bourne	7 8 0 4 8 8 8 8 7 10 0 4 1 28			
Brush Those Tears From Your Eyes	Leads	1 1 1 5 8 4 1 4 0 0 1 8 0 6			
Buttons and Bows (Palm Face)	Famous	1 1 1 0 18 8 10 7 18 8 17 0 17 27 324			
Don't Let Me Go (Date With You)	Peer	2 4 1 8 8 8 8 7 0 4 1 7 18 148			
Down Among the Sheltering Palms	Mil	4 8 0 4 3 4 4 3 3 0 1 0 1 0 6			

(Continued on page 100)

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, November 12, 8 a.m., and ending Friday, November 12, 8 a.m.) Tunes listed have the greatest audience on programs made on network stations in New York, Chicago and Los Angeles. List is based upon Jones D. Peckman's Audiences by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 10 songs in the case of tunes listed alphabetically. The music is in order of popularity in each city. (P) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (C) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the Melody Research, Inc., 478 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers, so other use is permitted, no radio broadcast utilizing this information may be aired. Indefinite use will be prosecuted.

The Top 30 Tunes (plus ties)

A Hundred and Sixty Acres (R).....	Leads-ASCAP
A Tree in the Meadow (R).....	Shapiro-ASCAP
Ab, But It Happens (R).....	Bourne-ASCAP
Brush Those Tears From Your Eyes (R).....	Leads-ASCAP
Buttons and Bows (R) (P).....	Famous-ASCAP
Down Among the Sheltering Palms (R).....	Mil-ASCAP
Every Day I Love You (R) (P).....	Harms, Inc.-ASCAP
For Love's Place (R).....	Leads-ASCAP
For You (R).....	Willmar-ASCAP
Give My Love to Him (R).....	Leads-ASCAP
Hair of Gold, Eyes of Blue (R).....	Mil-Mil-ASCAP
Here I'll Stay (M) (R).....	Chapin-ASCAP
I Love You So Much It Hurts (R).....	Melody Lane-BMI
I Still Get a Thrill (R).....	Leads-ASCAP
Lavender Blue (R).....	Shapiro-ASCAP
Love Somebody (R).....	Kramer-Whitely-ASCAP
Maybe You'll Be There (R).....	Triangle-ASCAP
My Darling, My Darling (M) (R).....	H. M. Warner-ASCAP
My Happiness (R).....	Leads-ASCAP
On a Slow Boat to China (R).....	Leads-ASCAP
On Sunday Afternoon (R) (P).....	Rimic-ASCAP
Remember Me (R).....	Leads-ASCAP
Say It Isn't So (R).....	Berlin-ASCAP
That Certain Part (R).....	Bourne-ASCAP

(Continued on page 100)



A Check List of Top-Selling M-G-M Records Hits

The Greatest Show on Records
SONG AND DANCE MAN GENE KELLY

Album M-G-M 30

These 10" Records

POPULAR

WHAT DID I DO
I Love You Much Too Much
I'VE BEEN WORKING ON THE RAILROAD
In The Market Place Of Old Monterey
ON A SLOW BOAT TO CHINA
By The Way
YOU WERE ONLY FOOLING
It's Easy When You Know How
TARA TALARA TALA
Before Long
BUTTONS AND BOWS
The Motorcar

CANADIAN CAPERS
Siesta
I STILL GET A THRILL
Bluer Than Blue

DOWN AMONG THE SHELTERING PALMS
If We Can't Be The Same Old Sweethearts

BLUE MOON
Fools Rush In

THERE'S A QUAKER DOWN IN QUAKER TOWN
A Strawberry Moon

DOWN THE STAIRS, OUT THE DOOR
For Heaven's Sake

CORN BELL SYMPHONY
Every Day Is Just A Holiday
EVERYTHING I HAVE IS YOURS
I'll Be Faithful

HELEN FORREST
M-G-M 10262
ART MOONEY
and His Orchestra
M-G-M 10298
LUD LUND
M-G-M 10269
BLUE BARON
and His Orchestra
M-G-M 10185
JOHNNY DESMOND
M-G-M 10287

BETTY GARRETT
M-G-M 10244
JACK PINA
and His Orchestra
M-G-M 10289
LUD LUND
and His Orchestra
M-G-M 10295

THE JACKIE BROWN
QUARTET
M-G-M 10286
BILLY ECKSTEIN
M-G-M 10111
BLUE BARON
and His Orchestra
M-G-M 10297
HELEN FORREST
M-G-M 10112
NEV SIMONS
M-G-M 10257
BILLY ECKSTEIN
M-G-M 10239

FOLK AND WESTERN

LIFE GITS TEES-JUS DON'T IT
Wind In The Mountains

INDIAN MAIDEN
Spanish Doring

WHAT A DIFFERENCE
Faded Love And Winter Roses

COTTON PATCH BLUES
Hop, Skip And Jump Over Texas

GUITAR BOOGIE
Boomerang

CARSON ROBISON
M-G-M 10224
SHEB WOOLEY
M-G-M 10304
ROME JOHNSON
M-G-M 10314
BOB WILLS
M-G-M 10291
ARTHUR (Guitar Boogie) SMITH
M-G-M 10293

EBONY SERIES

DOWN BY THE STATION
A Ghost Of A Chance
IF I CAN'T HAVE YOU
Boogie Woogie On A Saturday Night
IT'S TOO GOOD TO KNOW
I'm With Love

SLIM GAILLARD
M-G-M 10309
5 RED CAPS
M-G-M 10285
MARIAN ROBINSON
M-G-M 10300

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

BMI Pin-up Sheet

SONGS for a MERRY MUSICAL CHRISTMAS

ALL AROUND THE CHRISTMAS TREE (Street)

Mark Warnow-Dick Todd-Varsity 513

COWBOY SANTA CLAUS (Howard)

Wayne Cady-20th Century 2076 • Prairie Ramblers-Standard

I'M SENDING MY LOVE FOR CHRISTMAS (BMI)

Enric Madriguera-Associated • Bob Hanning-NBC Theatreson

IT'S DECEMBER AGAIN (Stevan)

Wayne Van Dyne-Towar 1272 • John Laurens-Mercury
Calvin Jackson-Jerry Kassner-Milrose 237

LET'S LIGHT THE CHRISTMAS TREE (BMI)

John Brown-Radio Artists 214

ON THE SANTA CLAUS EXPRESS (Encore)

Freddy Martin-Vic. 20-2476

PARADE OF THE WOODEN SOLDIERS (Marla)

Louie Catelloni Band-Cap. 20119 • Arthur Young-Dec. 1011
Jan Savitz-Dec. 3041 • June Winter-Mayfield 106
Larry Clinton-Vic. 26308 • Harb Kern-Tempo 1028
Hewes Hault-Cal. 35462 • John Scott Truitt-Dec. 4213
Shel Smith-Dec. 24477 • Paul Whitman-Vic. 21304
Morton Gould-Cal. 12748 • (Transcribed by: Standard-NBC
Theatreson-Capitol-World-Associated)

YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)

Freddie Laine-Mercury 5177 • Frank Gallagher-Dana 2026
Seger Ellis-Owen Bradley-Bullet 1011

BROADCAST MUSIC INC. 340 FIFTH AVE., NEW YORK 10, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

THE BEST XMAS SONG IN THE COUNTRY

"BLUE CHRISTMAS"

By Billy Hayes and Jay Johnson

RECORDS

DOYE O'DELL.....Exclusive 1331-4

JESSE ROGERS.....Victor 20-3243

RILEY SHEPARD.....Regent 2003

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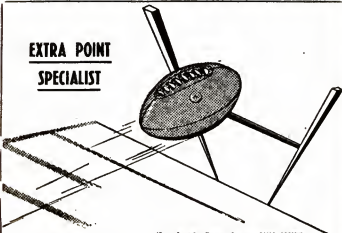
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EXTRA POINT
SPECIALIST



(See Inside Front Cover, THIS ISSUE)

The Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
November 28

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,570 dealers in all sections of the country. Records are listed numerically according to greatest sales. (P) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italics.

PORTION
Weeks Last This
in Retail Store Work Week

- | | | | |
|----|----|-----------------------------|---|
| 11 | 1 | 1. | BUTTONS AND BOWS.....Dinah Shore |
| | | | <i>Daddy-O</i> |
| 7 | 2 | 2. | ON A SLOW BOAT TO CHINA.....Columbia 3828-ASCAP |
| | | | <i>Key Kyser Ork-H. Babbitt-G. Wanda-Columbia 3830-ASCAP</i> |
| 24 | 3 | 3. | TWELFTH STREET RAG.....Paw Wae Hunt |
| | | | <i>Summeh-Elas Ned Mc</i> |
| 25 | 4 | 4. | MAYBE YOU'LL BE THERE, Garden Jenkins.....Decca 2448-ASCAP |
| 6 | 5 | 5. | ON A SLOW BOAT TO CHINA.....F. Martin Ork-G. Hughes |
| | | | <i>Cosella</i> |
| 4 | 6 | 6. | DARLING, MY DREAM.....Stafford-G. MacRae and the Girls Were Made To Talk |
| | | | <i>Care of Boys</i> |
| 6 | 7 | 7. | BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet |
| | | | <i>San Antonio</i> |
| 3 | 8 | 8. | A LITTLE BIRD TOLD ME, E. Knight-The Star Dusters.....Capitol 1512-ASCAP |
| | | | <i>Brush Those Tears From Your Eyes</i> |
| 10 | 9 | 9. | A TREE IN THE MEADOW.....Margaret Whiting.....Capitol 1512-ASCAP |
| | | | <i>I'm Sorry But I'm Glad</i> |
| 13 | 11 | 10. | UNTIL TOMORROW.....Tommy Dorsey.....Victor 20-3061-ASCAP |
| | | | <i>After Heart Stuff</i> |
| 3 | 27 | 11. | MY DARLING, MY DARLING.....D. Day-B. Clark |
| | | | <i>That Certain Party</i> |
| 2 | 17 | 12. | ALL I WANT FOR CHRISTMAS.....S. Jones and His City Slickers |
| | | | <i>Happy New Year</i> |
| 10 | 13 | 13. | YOU WERE ONLY FOOLIN'.....Blue Barron-MGM 1018-ASCAP |
| | | | <i>It's Easy When You Know How</i> |
| 1 | — | 14. | A LITTLE BIRD TOLD ME, P. Watson-Supreme 5-1507-BMI |
| | | | <i>Pretty Face</i> |
| 6 | 12 | 15. | CUANTO LA GUSTA.....C. Miranda-The Andrews Sisters |
| | | | <i>The Meddler</i> |
| | | | <i>B. Brown-Varsity Rhumba-Capitol 1518-ASCAP</i> |
| | | | <i>Clark Sisters, Capitol 1530; Eva Young & Druggers Cowboys, Victor 20-3071; E. Knight, Columbia 3828</i> |
| 2 | 13 | 16. | ON A SLOW BOAT TO CHINA.....E. Howard Ork |
| | | | <i>I Love To Love You</i> |
| | | | <i>Louisa</i> |
| 14 | 15 | 17. | HAIR OF GOLD.....Gordon MacRae |
| | | | <i>Reminiscence</i> |
| 1 | — | 18. | WHILE I WAS FALLING IN LOVE.....Capitol 1517-ASCAP-BMI |
| | | | <i>While I Was Falling In Love</i> |
| 3 | 23 | 19. | ON A SLOW BOAT TO CHINA.....B. Goodman Ork-A. Hendrickson |
| | | | <i>I Hate To Love You</i> |
| 4 | 16 | 20. | ON A SLOW BOAT TO CHINA.....A. Lund-MGM 1020-ASCAP |
| | | | <i>By the Way</i> |
| 3 | 23 | 21. | BOUQUET OF ROSES.....Eddy Arnold, the Tennessee Flamingo and His Guitar |
| | | | <i>Tea Room Baby</i> |
| | | | <i>G. Turner & the Westerners, Varsity 201-ASCAP-BMI</i> |
| | | | <i>Troubadour, Decca 2450; J. Wally, Capitol 4817</i> |
| 21 | 19 | IT'S MAGIC IF.....Doris Day | |
| | | | <i>Put 'Em in a Bag</i> |
| | | | <i>Y. Dunmore, Mercury 8138; B. Brown-Key Quinlan, Capitol 1519; G. MacRae, Capitol 1532; T. Martin, Victor 20-3042; Varsity 10; Sarah Vaughan, Mutual 1541; J. Frank-Varsity Ork, Varsity 118; D. Hayman-G. Jenkins Ork, Decca 2458</i> |
| 12 | 14 | 21. | THAT CERTAIN PARTY.....B. Strong-Towar 1271-ASCAP |
| | | | <i>My Best Girl</i> |
| | | | <i>(P. L. Hayes & Star Dusters, Decca 2450; F. Gray, Apollo 1121; L. Prime Ork, Victor 20-308; Varsity Ork, Varsity 111; D. Martin-L. Lewis, Capitol 1528)</i> |
| 3 | — | 24. | BELLA BELLA MARIE.....L. Green Ork |
| | | | <i>Whistling in the Dark</i> |
| | | | <i>(J. Garber & Ork, Capitol 1541; E. Howard Ork, Mercury 8138; G. Flipse-P. Green Ork, London 312; J. Diamond & Del 3208; L. Columbia 3828; Andrews Sisters, Decca 2446; P. Feunally Ork-B. Goff, MGM 1020; J. Frank-Varsity Ork, Varsity 118)</i> |
| 1 | — | 24. | BRUSH THOSE TEARS FROM YOUR EYES.....E. Knight-The Star Dusters |
| | | | <i>A Little Bird Told Me</i> |
| | | | <i>(B. Clark-The Moderaters-The Skykaks, Columbia 3824; R. Deaville, Mercury 8103; A. Polar, Regent 134; T. Martin, DeLuxe 1182; P. Willing, Capitol 1528)</i> |
| 16 | 25 | 26. | YOU CAME A LONG WAY.....Ray McKinley |
| | | | <i>For Heaven's Sake</i> |
| 1 | — | 27. | LIFE GETS TEE-JUS, DON'T IT?.....T. Williams |
| | | | <i>Big Hat Feels</i> |
| | | | <i>(B. Buchanan & Rhythm Rappers, Capitol 1527-ASCAP</i> |
| | | | <i>MGM 10254; P. L. Hayes & Star Dusters, Decca 2450; Texas Jim Robertson & His Red Raven Ork, Victor 20-3238; C. Thoney, King 75)</i> |
| 1 | — | 27. | ON A SLOW BOAT TO CHINA.....L. Clinton Ork |
| | | | <i>This is the Moment</i> |
| 2 | — | 28. | BUTTONS AND BOWS.....Betty Hahn |
| | | | <i>I Still Got a Thrill</i> |
| 1 | — | 29. | GLORIA.....Victor 20-3071-ASCAP |
| | | | <i>I Want You Be the Only One Mills Brothers.....Decca 24509</i> |
| | | | <i>(N. Anthony Ork, Signature 1023; R. Deaville, Mercury 8103; The Four Cardinals, World 2602; B. Hayward-B. Baker Ork, Exclusive 218; B. Clark-The Moderaters-The Skykaks, Columbia 3828; Varsity Ork, Varsity 111)</i> |

Billboard

MUSIC POPULARITY CHARTS

PART
IV

Juke Box Record Plays

Week Ending
November 28

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 2,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Titles shown in this chart after available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

POSITION	Chart Last Week	Chart This Week
10	1	1. BUTTONS AND BOWSDinah Shore.....Columbia 38274-ASCAP
7	2	2. ON A SLOW BOAT TO CHINAKay Kyser Ork-H. Babbitt-G. Wanda.....Columbia 38301-ASCAP
21	3	3. TWELFTH STREET RAGPee Wee Hunt.....Capital 15109-ASCAP
4	4	4. ON A SLOW BOAT TO CHINAF. Martin-C. Hughes.....Victor 20-3125-ASCAP
10	4	4. A TREE IN THE MEADOWMargaret Whiting.....Capital 15124-ASCAP
8	5	5. BUTTONS AND BOWSThe Dinah Shore and Art Van Damme Quintet.....Capital 15122-ASCAP
20	7	7. MAYBE YOU'LL BE THEREGordon Jenkins.....Capital 15118-ASCAP
15	8	8. MY DARLING, MY DARLINGJ. Stafford-C. MacRae and the Starlighters.....Decca 24403-ASCAP
23	9	9. ON A SLOW BOAT TO CHINAE. Howard Ork.....Capital 15127-ASCAP
1	10	10. TWELFTH STREET RAGF. Martin-C. Hughes.....Victor 20-3125-ASCAP
11	11	11. A LITTLE BIRD TOLD MEE. Knight-The Star Duettes.....Decca 24514-BMI
12	12	12. YOU WERE ONLY FOOLINGBliss Barron.....MGM 10185-ASCAP
1	13	13. MY DARLING, MY DARLINGDoris Day & Buddy Clark.....Columbia 38353-ASCAP
13	14	14. HAIR OF GOLDGordon MacRae.....Capital 15119-ASCAP-BMI
26	15	15. ON A SLOW BOAT TO CHINAB. Green.....Capital 15208-ASCAP
1	16	16. FROM YOUR EYESB. Green.....Capital 15208-ASCAP
1	17	17. A TREE IN THE MEADOWJoe Loss Ork.....Decca 24403-ASCAP
34	18	18. CUANTO LA GUSTAC. Miranda-The Andrews Sisters.....Decca 24403-ASCAP
2	19	19. GLORIAThe Mills Brothers.....Decca 24403-ASCAP
1	20	20. IN MY DREAMSV. Monrose Ork.....Victor 20-3133-ASCAP
2	21	21. BUTTONS AND BOWSE. Knight.....Decca 24403-ASCAP
22	22	22. A LITTLE BIRD TOLD MEE. Knight-Supreme 3-1167-ASCAP
22	23	23. BOUQUET OF ROSESEddy Arnold, the Tennessee Flower Girl.....Victor 20-3100-BMI
1	24	24. BUTTONS AND BOWSBetty Rhoads-H. Zimmerman Ork.....Victor 20-3078-ASCAP
25	25	25. SAY SOMETHING SWEET TO YOUR SWEETHEARTThe Ink Spots.....Decca 24403-ASCAP
11	26	26. THE CERTAIN PARTYDoris Day & Buddy Clark.....Columbia 38353-ASCAP
11	27	27. THE CERTAIN PARTYDoris Day & Buddy Clark.....Columbia 38353-ASCAP
11	28	28. UNDERNEATH THE ARCHESThe Andrews Sisters.....Decca 24403-ASCAP
2	29	29. STRAWBERRY MOONBliss Barron Ork.....MGM 10297-ASCAP
2	30	30. BUTTONS AND BOWSKay Kyser Ork-H. Babbitt-G. Wanda.....Columbia 38301-ASCAP
2	31	31. DOWN AMONG THE SHELTERING PALMSVictor 20-3100-ASCAP
7	32	32. HAIR OF GOLDGordon MacRae.....Capital 15119-ASCAP
1	33	33. IT'S MAGIC (F)Dick Haymes-Gordon Jenkins.....Decca 24403-ASCAP
1	34	34. IT'S MAGIC (F)Dick Haymes-Gordon Jenkins.....Decca 24403-ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

The Money Song (R).....	Crowford-ASCAP
The Night Has a Thousand Eyes (R).....	Parsons-ASCAP
Until (R).....	Dersey Bree-ASCAP
With a Kiss of the Wind (R).....	Fatman-ASCAP
You Can't Everbody Darlin' (R).....	Mayfair-ASCAP
You Came a Long Way From St. Louis (R).....	Jewell-ASCAP
You Were Only Foolin' (R).....	Shapiro-Bernstein-Barrows-ASCAP-BMI

KEEPS CLICKING ON COLUMBIA

LES BROWN

"I've got my love to keep me warm"
"I'm a-tellin' you, Sam"

Columbia 38324

Your weekly report on the latest
CURRENT TOP HITS

BUTTONS AND BOWS Daddy-O	Dinah Shore	38284
BUTTONS AND BOWS Can't Shake the Sands of Texas from My Shoes	Gene Autry	20469
ON A SLOW BOAT TO CHINA In the Market Place of Old Mantersey	Kay Kyser	38301
MY DARLING MY DARLING THAT CERTAIN PARTY	Doris Day & Buddy Clark	38353
PRETTY BABY Just Imagine	Doris Day	38302
LOVE SOMEBODY CONFESS	Doris Day & Buddy Clark	38174
HERE COMES SANTA CLAUS An Old-Fashioned Tree	Gene Autry	20377
IT'S MAGIC PUT 'EM IN A BOX	Doris Day	38188
CUNTO LE GUSTA Take It Away	Xavier Cugat	38239

WATCH THESE!

NO TIME FOUR BROTHERS	Woody Herman	38304
THE MONEY SONG	Buddy Clark with The Modernaires Vocal Accom.	38352
SO DEAR TO MY HEART Lavender Blue	Dinah Shore	38299

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA
RECORDS

Trade-marks "Columbia," and "OD" Reg. U.S. Pat. Off. Names Registered

Thanks are Due*

MY DADDY IS ONLY A PICTURE

Is on the way to being The
Nation's No. 1 Folk Tune!

Words and Music by TOMMY DILBECK

***To EDDY ARNOLD**
AND HIS TENNESSEE PLOWBOYS

For introducing the tune on RCA Victor 20-3013

- and to the following artists
for their fine renditions

RAY SMITH	NATIONAL	5020
DICK THOMAS	DECCA	46141
REX TURNER	VARISITY	8007
JACK RIVERS	CAPITOL	15283

Watch Billboard's Folk Charts
(BEST SELLING & MOST PLAYED RECORDS)

PEER INTERNATIONAL CORP.

Sole Selling Agent

Southern Music Publishing Co., Inc.

1619 BROADWAY

NEW YORK 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Week Ending
November 28

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose stations register folk records

POSITION		LAST WEEK		THIS WEEK		TITLES		ARTISTS		LABELS	
24	1	1	ONE HAS MY NAME	1	1	1	1	1	1	1	1
25	2	2	BOUQUET OF ROSES	2	2	2	2	2	2	2	2
14	3	3	JUST A LITTLE LOVIN'	3	3	3	3	3	3	3	3
5	7	4	I LOVE YOU SO MUCH IT HURTS	4	4	4	4	4	4	4	4
11	4	5	LIFE GETS TEE-JUS	5	5	5	5	5	5	5	5
3	5	6	A HEART FULL OF LOVE	6	6	6	6	6	6	6	6
3	9	7	THEY TURNED AND WALKED SLOWLY AWAY	7	7	7	7	7	7	7	7
9	9	8	MY DADDY IS ONLY A PICTURE	8	8	8	8	8	8	8	8
37	—	9	ANYTIME	9	9	9	9	9	9	9	9
11	—	10	FOREVER IS ENDING TODAY	10	10	10	10	10	10	10	10
7	5	11	TENNESSEE SATURDAY NIGHT	11	11	11	11	11	11	11	11
6	11	12	DOC HOUSE BLUE	12	12	12	12	12	12	12	12
3	13	13	JUST A PAIR OF BLUE EYES	13	13	13	13	13	13	13	13
3	11	13	MINE ALL MINE	13	13	13	13	13	13	13	13
1	—	15	I'LL HOLD YOU IN MY HEART	15	15	15	15	15	15	15	15
23	15	15	SWEETER THAN THE FLOWERS	15	15	15	15	15	15	15	15
5	—	15	THAT WILD AND WICKED LOOK	15	15	15	15	15	15	15	15
29	—	15	TENNESSEE WALTZ	15	15	15	15	15	15	15	15

FOLK TALENT AND TUNES

By Johnny Sippl

Jonnie Bailes, of the Bailes Bros., heard over KWKH, Shreveport, La., reports that Columbia Records, for whom they wax, has okayed a deal whereby King Records will release two of the boys' records soon. Bailes says Columbia has agreed to release them to King permanently if King can prove it can do more for the group than Columbia does. King has offered them a three-year contract, calling for 12 sides over 7000.

The Maddox Brothers and Rose have stretched their operation to include XERO, San Diego, Calif.; XELO, Clint, Tex.; and XEG, Mexican station, in addition to KTRB, Modesto, Calif. Group celebrates its first anniversary at George's Playhouse, Stockton, Calif., January 2. . . . Vic Cressler, one of the Harmony Boys of the Maumee Valley Jamboree, WTCO, Toledo, was married October 30, the Lonesome Jack Smith of the Jamboree became parents of a girl November 2.

The Rodeo Rangers, Curley Clements, fiddle and guitar; Sophrony Zaven, comedy and guitar; Sally Simpkins, guitar and bass, and Lucky Keith, accordion and novelty, last heard on WFBR, Baltimore, are doing five months of International Harvester show time and are set for two more Columbia flickers. They made their first time with Charley Starrett and Smiley Burnett. Curly is a brother of Zee Clements, the Grand Ole Opry feature. . . . The Hoosier Combushers, Dottie Lou, guitar and bass; Darl Fox, guitar; Pete Smith, fiddle and mandolin, and Al Pettit, accordion and emcee, are back at WFBN, Findlay, O., after a circuit of fair dates for the Barnes-Carruthers office. Fox recently replaced Mary Lee, who was married and has retired from show business. . . . The Tenney Sisters, Sylvia, electric guitar; Evelyn, bass, and Dottie, straight guitar, are working on WHAL, following a tour with Tom's road show. They have worked 30 radio stations since breaking in six years ago.

The Georgia Peach Pickers, who cut sides for Columbia, recently moved from California to KWKH, Shreveport, La., where they are doing a shot on the Louisiana Hayride. Personnel includes Curley Williams, fiddle; Bill Byrd, electric guitar; Jessie Summers, steel guitar; Buddy Harrel, piano; Sonny Harville, bass, and Jack Ford, rhythm guitar. . . . Dusty Rogers, heard on WPDQ, Jacksonville, Fla., is working nightly at Bud's Musical. . . . Tennessee Patters have landed a steady job with WCAP, Maryville, Tenn. Group includes Arlene, Oleada and Ovid Golan. I. C. Tucker and James Hyatt. . . . King platters have linked Red Perkins, with waxy prey, Sid Northen, promoting hit platters from the newsmen. . . . Hank Thompson is reported to have left Nashville, where for several weeks he was featured on a Mutual web customer, to return to Waco, Tex.

Honey (Bobby) O'Dell, hillbilly song stylist who is remembered as a moppet singer of a decade ago, is with WOAI, San Antonio. . . . (Continued on opposite page)

NATIONAL *Smash Hits*
for XMAS selling!

THE RAVENS
"WHITE CHRISTMAS" No. 9062
"SILENT NIGHT" No. 9059
"I DON'T KNOW WHY" (I love you like I do)
"HOW COULD I KNOW"
No. 9039 "FOR YOU"

THE GREAT Mr. B. (Billy Eckstine)
No. 9061 "SAY IT ISN'T SO"
"WITHOUT A SONG"
9052 "YOU'RE MY EVERYTHING"
"COOL BREEZE"

CHARLIE (EAST OF SUEZ) VENTURA
No. 9057 "BABY, BABY, ALL THE TIME"
No. 9055 "EUPHORIA" "IF I HAD YOU"

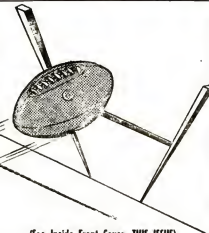
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NATIONAL
Records

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**EXTRA POINT
SPECIALIST**



(See Inside Front Cover, THIS ISSUE)

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Billboard
MUSIC POPULARITY CHARTS
Race Records
PART VII
Week Ending
November 12

BEST-SELLING RETAIL RACE RECORDS

Records listed are "race" records that sold best in stores according to The Billboard's special weekly survey among a selected group of "race" stores, the majority of whose customers purchase "race" records

WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK
2	1	BEWILDERED	R. Miller Trio • Bullet 295
7	2	BLUES AFTER HOURS	Pee Wee Crayton • Modern 20-282-BMI
6	3	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men • De Luxe 1154-ASCAP
12	4	CHICKEN SHACK BOOGIE	A. Milburn • Aladdin 3014-ASCAP
13	5	AM I ASKING TOO MUCH?	Dinah Washington • Mercury 8006-ASCAP
12	1	CORN BREAD	Hal Singer Sextette • Savoy 671-BMI
6	7	BLUES FOR THE RED BOY	Todd Rhodes • King 4240
7	4	IT'S TOO SOON TO KNOW	D. Washington • Mercury 6107-ASCAP
1	9	IT TOOK A LONG, LONG TIME	A. Milburn • Aladdin 3014
10	10	HOP, SKIP AND JUMP	Roy Miller and His Solid Senders • Specialty 5P-314-ASCAP
4	6	A LITTLE BIRD TOLD ME	P. Watson • Supreme 5-1507-BMI
11	11	COIN HOME	M. Waters • Mercury 8006-ASCAP
6	2	IT'S TOO SOON TO KNOW	The Orioles • Natural 8000-ASCAP
28	12	LONG GONE	Sonny Thompson • Minnie 160-ASCAP
1	15	CO LONG	The Disciples • Gotham G-143

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are "race" records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require "race" records

WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK	WEEKLY LAST THIS WEEK
2	1	CHICKEN SHACK BOOGIE	A. Milburn • Aladdin 3014-ASCAP
14	2	CORN BREAD	Hal Singer Sextette • Savoy 671-BMI
2	3	A LITTLE BIRD TOLD ME	P. Watson • Supreme 5-1507-BMI
11	4	IT'S TOO SOON TO KNOW	The Orioles • Natural 8000-ASCAP
25	5	GOOD ROCKIN' TONIGHT	Wynonie Harris • King 4210-BMI
4	2	PLEASING YOU	L. Johnson • King 4240-BMI
2	6	MY HEART BELONGS TO	Arhee Stidham • Modern 20-626-BMI
2	9	DADDY-O	L. Jordan Ori-M. Davis • Victor 20-282-BMI
2	8	GO LONG	The Disciples • Gotham G-143
5	4	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men • De Luxe 1154-ASCAP
27	12	LONG GONE	Sonny Thompson • Minnie 160-ASCAP
1	12	LOVE ME TONIGHT	Bull Moose Jackson • King 4250
14	14	BEWILDERED	Red Miller Trio • Bullet 295
1	15	MERRY CHRISTMAS BABY	J. Moore's Three Blazers • E-clusive 63X

ADVANCE RACE RECORD RELEASES

1. Food for You	1. Like It
L. Richardson • When I De Luxe 3187	Derry Joe Hunter Orr • (No Name) King 4255
1. Don't Stand! A Ghost of a Chance	Interlude
4. Little Bird Told Me	Joe's • Let Her Be
Dupe La Barber Ori • What Did! Capital 15306	Big Three Trio • (No Name) Columbia 3044
Ernie Cat That Out	Let Me Call You Sweetheart
Sonny Boy Williamson • (The Big) Victor 20-328	J. Preston • (Merrill) With! Gotham O-169
Bewildered	Loneliness
Red Miller Trio • (Merrill) Boogie! Bullet 295	L. Kirkman • (Lavin) Man! Miracle M-130
R. Murphy • I Can't • Mercury 8111	Lavin • Man
Chubby's Confession	Merrill • Around
Chubby Newsum • (Hip Shakin') De Luxe 3190	J. Turner • (No Name) MCM 3031
Don't Stop Loving Me	No Name • No Last Name
J. Liggins • (Hip Honeydrippers) Key Jami Exclusive 81X	Terry Joe Hunter Ori • (1 Like) King 4245
Down by the Station	J. C. Heard Ori • (This Is) Apollo 781
5. Oakland and His Trio • (A Ghost) MCM 3030	J. Turner • (Merrill) Around! MCM 10221
East of the Sun	Something I'm Gonna Be
S. Vaughan-D. Gillespie • (Interlude) Leno 1-512	Red Miller Trio • Bullet 295
Farwell, Little Girl	Let's • Birthday Party
De Clayton's Buddy • (Bunny) Bim • (Walking) With! Victor 20-328	B. Canale • (Vote For) Coral 6004
Fun Day in the Morning	Todd's Idea
R. Brown • (Baby) De Luxe 3190	T. Rhodes Ori • (Walkie Talkie) King 4254
Hip Shakin' • Wema	Vote For Mr. Boogie
Chubby Newsum • (Chubby's Confession) De Luxe 3190	R. Connie • (Merrill's Birthday) Coral 6004
I Can't Give You Anything But Love	Waltin' Talkie
R. Murphy • (Celtic) Mercury 8111	T. Rhodes Ori • (Todd's Idea) King 4254
Tu Just Laugh	You're My Specialty, Baby
J. Smith • (Ori Ori • (Lavin) Baby) Exclusive 64X	Celebration Moore • (Something) Tm King 4256

The Billboard

MUSIC POPULARITY CHARTS

Record Reviews

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings are Determined

The Categories

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

AMBROSE ORK (Anne Shelton)
(London 334)
Tenement Symphony
Tones 1011
This is a rather disappointing reading of the familiar piece which Tony Martin brought in to recognition. Record-making balance is surprisingly poor for an Rhythm and Blues. Orkin is unimaginative and weighty while Miss Shelton doesn't seem to be trying too hard.

AMBROSE ORK (Dick James & The Keynotes)
(London 333)
Always You
Fair dance record of a tune with little distinction.
You Took Possession of Me
A somewhat brighter title and arrangement makes for easy listening.

THE KEYNOTES (Prime Scale)
(London 341)
Show Me the Way to Go Home
Warlike fare crowd tune is hastily played and sung by the Rhythm group.

WHEATY ANNS
Not quite the same enthusiasm as given this less infectious tune.

HELEN FORREST (Harold Monney Ork)
(MOBE 10313)
Down the Stairs. Out the Door
Helen does a fine, related tune with a clever Frank Losmer ditty.

For Heaven's Sake
Very much release of this tune; this could have been a better tune than may have lent the tune support when it was worked on some months ago.

BILLY ECKSTINE (Hugo Winterhalter Ork)
(MOBE 10311)
Blue Moon
Billy does an impressive job with the Rodgers-Hart ditty. Able support from the Hugo Winterhalter accompaniment.

Foote Rush
In Eckstine's greatest side in this one. Pretty old side is draped in a beautiful Winterhalter arrangement with Billy's wonderful voice.

EDDY HOWARD ORK (Mercury 5219)
To Each His Own
Howard's biggest is re-issued and still packs some hot effect.

Missouri Waltz
Eddy and his trio bring out every iota of nostalgia which this fair possession.

DUKE ELLINGTON ORK (Columbia 38382)
Sultry Serenade
Great best, beautiful recording. Duke Lawrence Brown and Tyrone Glenn teaming and Rodgers all to work stack up to make this one of Duke's best recent efforts on record.

Do Nothing Till You Hear From Me (Al Hobbler)
The it's a competent job both by band and Hobbler, this re-make of one of Duke's hit tunes serves little purpose these days.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

JOHNNIE JOHNSON (Sonny Burke Ork)
(MOBE 10313)
It's Whatcha Do With Whatcha Got
Dinner picture comes out just as Johnson interprets it.

When You and I Were Seventeen
The Crew Chiefs lead Johnson the album which gives this side some life. Tunes a pleasing oldie.

DUKE ELLINGTON ORK (Columbia 38382)
Sultry Serenade
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Do Nothing Till You Hear From Me (Al Hobbler)
The it's a competent job both by band and Hobbler, this re-make of one of Duke's hit tunes serves little purpose these days.

PEE WE HUNT ORK (Capitol 13299)
Wabash Blues
The band being Hunt teamed first chorus could make this the follow-up to "Rhythm Rag"; barker under double time piano solo and ensemble ride out.

High Society
The Orchestra have given a fairly straight but untraditional treatment by the Hunt group.

EDDY HOWARD ORK (Mercury 5219)
White Christmas
Simple, feel-gooding Howard and delivery of the Berlin seasonal standard. Slacks up favorably with the Crosby-Billy Carter competition.

Dearest Santa
Another seasonal item benefits from the Howard and singing.

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C-124 SONGS BY SINATRA • Embreehouse You • Old Black Magic • All the Things You Are etc.	3.95	2.37	
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C-41 EARL HINES	3.95	2.37	
C-44 BOOGIE WOOGIE HARRY JAMES JOE TURNER PETE JOHNSON COUNT BASIE ALBERT AMMONS	3.95	2.37	in dozen lots (of each number)
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C-57 LOUIS ARMSTRONG AND HIS HOT FIVE	3.95	2.37	
C-116 SONGS OF ERIN KATE SMITH	3.95	2.37	25 or more
C-118 MAREK WEBER MUSICAL	3.95	2.37	

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"CHICKEN SHACK BOOGIE"

AL 3014

(America's Hottest Race Record)

and the Original

"BEWILDERED"

AL 3018

(Outselling all others)

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(Continued on page 96)

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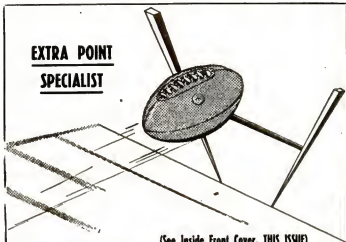
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(See Inside Front Cover, THIS ISSUE)

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 ORDER NOW FROM YOUR JOBBER
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 163 W. 23d St., New York

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Week Ending
 November 28

RECORD
 POPULARITY
 CHARTS

Record Possibilities

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart:

POWDER YOUR FACE WITH SUNSHINE...Evelyn Knight and the Stardusters...Decca 24830

Carmen Lombardo's new tune looks like another "Smile, Darn Ya' Smiles" and Evelyn Knight, currently riding way up there with her "A Little Bird Told Me" platter, is the gal to put it over. The bouncy side starts with Evelyn intoning the lead and the chorus interpolating cute responses. Formula is reversed on the chorus, then the group whistles most of the next one, with Evelyn coming back for the bright finish. The inspiring spirit of the package should inspire plenty of group response around the boxes, and warm up any jockey stint.

IF I STEAL A KISS...Vaughn Monroe and His Orchestra...Victor 20-3204

Vaughn's strong salesmanship gives him the nod for the big version of two tunes from the MGM film, "The Kissing Bandit." "Star" is real opera performed with a compelling beguine beat, with Vaughn delivering his full phrases over rich backing. On the flip the band enays a brighter beat, and Vaughn gets a strong vocal assist from the Moon Maiden, who recites some cute rhyming patter in unison. Surprise comes at mid-side, with the Monroe brass section punching out previous figures to set off a calm tenor sax bit. Distribution of the Sinatra-Grayson pic should point up the tune value here, with Vaughn the best bet to top the coin.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. DAINY BRENDA LEE...Eddy Howard...Majestic 1282
2. WHY BECAUSE...Eddy Howard...Mercury 5212
3. SAY IT ISN'T SO...Kay Kyser...Columbia 38348
4. YOU'RE ALL I WANT FOR CHRISTMAS...Frank Gallagher...Dana 2026
5. BRUSH THOSE TEARS FROM YOUR EYES...Buddy Clark...Columbia 38364
6. I'M IN THE MOOD FOR LOVE...Freddie Gardner...Columbia 38346
7. IN ONE EAR AND OUT THE OTHER...The Starlighters...Capitol 18227
8. SMILIN' THROUGH...Jo Stafford...Capitol 15201

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. FAR AWAY PLACES...Margaret Whittle...Capitol 15278
2. BRUSH THOSE TEARS FROM YOUR EYES...Alan Foster...Regent 134
3. DOWN AMONG THE SHELTERING PALMS...Sammy Kaye...Victor 20-3100
4. IN MY DREAMS...Vaughn Monroe...Victor 20-3123
5. BLUE MOMENTS...Frankie Laine...Atlas FL 158
6. GIRLS ARE MADE TO TAKE CARE OF BOYS...J. Stafford G. MacRae...Capitol 15270
7. I'VE GOT MY LOVE TO KEEP ME WARM...Lor Brown...Columbia 38324
8. PRETTY BABY...Doris Day...Columbia 38302
9. IF I STEAL A KISS...Frank Sinatra...Columbia 38334
10. ONE FOR MY BABY...Johnny Mercer...Capitol 15241

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 7,518 of them, the juke box operators think tomorrow's hits will be:

1. LAVENDER BLUE...Sammy Kaye...Victor 20-3100
2. BELLA BELLA MARIE...Eddie Howard...Mercury 5208
3. BRUSH THOSE TEARS FROM YOUR EYES...Evelyn Knight...Decca 24814
4. BRUSH THOSE TEARS FROM YOUR EYES...Alan Foster...Regent 135
5. CORN BELT SYMPHONY...Jack Lathrop...Victor 20-3119
6. DAINY BRENDA LEE...Eddy Howard...Majestic 1282
7. FAR AWAY PLACES...Margaret Whittle...Capitol 15278
8. FOR YOU...Perry Como...Victor 20-3099
9. LOVE, YOUR MAGIC SPELL IS EVERYWHERE...Peggy Lee...Capitol 18232
10. ON A SLOW BOAT TO CHINA...Eddy Howard...Mercury 5210

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Birmingham, Alabama

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ENCORE Music Publications, 1674 W. 4th,
New York, N. Y.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and
Ballroom Locations and One-Nighters

Eddy Duchin

(Reviewed at the Wedgwood Room
of the Waldorf-Astoria Hotel, New
York, October 27. Band contractor,
Hank Ross. Booked by Music Cor-
poration of America.)

TRUMPETS: Charles Genduso, Armand
Amell, Marty Olson.

TROMBONE: Bob Alexander.

REDS: Murray Williams, Phil Ostrillo, Joe
Adler, Tony Walker.

RYTHM: Benny Dee, drums; Sam Brown,
and Charlie Miller.

VOCALIST: Tommy Mercer.

ARRANGERS: Joe Lipson, Jack Andrews,
Bob Curtis.

PIANO AND LEADER: Eddy Duchin.

Eddy Duchin, who disbanded his
orchestra in 1942 to go into the navy,
is back on the stand with a smart
and versatile band. As might be ex-
pected, most of the arrangements are
built around his stylized piano solos
which, judging from the applause and
general audience attitude, still are a
strong draw for the smart supper club
clique. Quite as personable as ever,
Duchin still projects sophisticated, dis-
tilling delightfully and humming
smiling as he plays, then getting up
briskly to lead the band while he
chats with the customers.

The band itself is composed of
highly competent sidemen, with the
four-man reed section and the lone
trombonist the standouts. Bob Curtis,
the second piano, handles his demand-
ing assignment deftly, playing fill-ins
and runs with the maestro's flourish-
ing solos and taking over when
Duchin is up front. The rhythm sec-
tion—bass and drum (neither Duchin
nor Curtis play as rhythm pianists)—
keeps the beat well enough, but plays
too softly, so that the beat is hardly
discernable on the dance floor. This
is the band's only obvious flaw and
can easily be corrected.

Duchin organized this group in
September, and at this writing has
amassed a fairly hefty library of pops
and some standards. The cliftings
he has on hand are diversified and
show a good range in tempos and
treatment. Some are quite modern,
in the Thornhill tradition, and are
never loud or over the top. Emphasis
is on smoothness and danceability.

There's every reason to believe that
the Duchin piano style, backed by an
able crew, is as salable as it ever
was, especially with the current lean-

Buddy Clarke

(Reviewed at the Normandie Roof,
Mount Royal Hotel, Montreal, Octo-
ber 28. Booked by May Johnson
Associates.)

TRUMPETS: Irving Dahlgren, Lew Ashby
(also double violin).

TROMBONES: Irving Schultz (also double
violin).

BAKES: Adrian Gossou, Bob Harrington,
Dimitrios Stamagias, Albert Grant.

VIOLIN: Harry Sloane (also double sax
and clarinet).

RYTHM: Freddy Padgham, piano; Tony
Dixon, bass; Johnny Nelson, drums.

VOCALISTS: Pat O'Connor, Buddy Clarke.

ARRANGERS: F. Padgham, B. Harrington.

Buddy Clarke returned to this
swank room after a year's stint at the
El Morocco across the street, and on
the basis of covers since he opened a
few weeks ago, it's evident that
he's going to bring back many of the
customers he took away when he left
the Normandie.

Clarke is of the New York school
of leaders (he fronted in New York
at the Park Central, Latin Quarter
and Armando's) who go in for sell-
ing music plus personality, and what
comes out of the shell is a smart
combination of music that's sweet but
not saccharine, with playing without
being jivey, and in good taste for both
diners and conversationalists. All ar-
rangements are slick and not buried
under too many notes.

The show-cutting is usually on the
button, and while on the stand Clarke
is the perfect host, mixer and always
happy player of requests.

Pat O'Connor, vocalist, delivers a
pop and novelty tune in easy fashion
for nice reception by the payers. All
in all, Clarke should click here even
better than he did before.

Charles J. Lazarus.

ing toward simple, digestible music
with the accent on melody.

Jerry Wexler.

WANTED

Violin Man; read, fast, good. Western
and swing. Must be a "Blue" solid lead, who can
do comedy. Sabor, Steady rock and theatre
work. Write at once—send photo.

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"I WANT TO BE
THE ONLY ONE"

"That's the Life for Me"

"Love Don't Get You Nothin' But the Blues"

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YOU ALONE
GLADYS PALMER—M-129

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Schine Circuit, Heartened By Up-State N. Biz Debut, To Put Shows in More Towns

NEW YORK, Nov. 27.—Heartened by the public's reaction to vaude at its three New York State houses—the Rialto in Glens Falls, the Rialto in Amsterdam and the State in Cortland—where the policy was inaugurated last week-end—the Schine circuit is confabing with musicians in other cities where it has houses, to bring vaude there. The Amsterdam Rialto, especially, had capacity business last Saturday night,

with an extra show added, which saw lines around the theater during the rain.

In Connecticut, Maurice Bailey reports good business at his two New Haven theaters, the Whaley and Whitney. The Whaley, in Middletown, Conn., another that is cutting itself a slice of the vaude mellow.

Prices have been raised only from \$5 to \$6 cents in most houses, which have seating capacities that average about 1,200. The five-act bills do not apportioned to the vaude budget are too slim, and to use solid turns. The houses are booked by Al and Belle Dew.

The trend is also evident in Pennsylvania and Northwestern New York, with the latest additions being the Shea in Bradford, Pa., and the Capitol in Freeburg, N. Y. After a lapse of 20 years the newly decorated Shea went back to five acts of flesh beginning Friday (12) and continuing Saturday and Sunday. Vince Chouteau, Shea house manager, is giving the policy plenty of publicity and is using ads, news stories and handbills. Amusement Booking Service, Buffalo, set stage for the Capitol begins its Sunday vaude policy tomorrow (28) with the same booker handling the show.

Another addition to flesh is the Sherman Theater, Stroudsburg, Pa., where five acts will be on view every Monday and Tuesday beginning next week (28). The house will be booked by Abe and Joe Feinberg, in conjunction with the Rialto and the Capitol chain, to fill out three weeks of vaude.

Niccollet May Drop Its Show

MINNEAPOLIS, Nov. 27.—A change in policy, with entertainment being sidetracked, is being mullied by the Hotel Niccollet Minnesota Terrace Room management here.

Until R. H. However, her policy, is giving the change-over considerable thought, has traveled about the country looking for ideas and should make a decision by early December. If Messick decides to out entertainment, it will be the first time the room will be without it since 1928. He's said to have "something entirely new" up his sleeve.

Presently, the monthly changes in the Dorothy Lewis live revue, which has kept the room operation in the black by "some \$4,000," the Lewis came on in her act, and the act tract last June and until September was 10 per cent under biz of the previous year. However, her continuation, with changes in leading men, has upped the house take over what it was a year ago. (The outside acts) by better than 50 per cent.

AFM-AGVA in KCTo End Row

NEW YORK, Nov. 27.—The American Federation of Musicians (AFM) battle with the American Guild of Variety Artists (AGVA) in Kansas City, which resulted in AFM pulling bands out of the city, is apparently being resolved.

The trouble at the stalemate came when Paramount discovered that it would not be able to play one of its spot shows in Omaha, because AGVA leaders would not let AFM bands enter its people to refuse to play for them.

The New York national office came

It Was Down Hill

NEW YORK, Nov. 27.—Harmonized Blackie Schackner, trying to get his car after a club date was jammed (20) found the lock was jammed.

After about 15 minutes' fruitless efforts he finally resorted to a screw driver lying in the trunk. As he was trying to jimmy the door, he got his hand on his shoulder, and heard a voice: "Okay, buddy, we've got you this time." It was a copper.

The cop, who could hardly dissuade the cop and he was just about to haul Schackner off to the nearest station when Schackner broke the front window and produced his license from the glove compartment. The cop apologized and the big mob had a big howl.

Schackner says the irony of it is that his car has been robbed twice in front of Lindys and nobody ever saw anybody do it. When he tries to break into his own car—the law is right there.

Montreal Sees Ray of Hope For New Year's

MONTREAL, Nov. 27.—A ray of hope that Premier Maurice Duplessis who last Saturday (20) ruled that all niteries would have to close Christmas Eve (21) and New Year's Eve (2 a.m.) would ease up on the edict sparked the ops of large and small spots to realign their strategy toward fighting the corner this week.

The ray of hope, according to insiders, lay in the fact that Duplessis' intent in issuing the order, which was doing so on the request of Mgr. J. A. Valois, diocesan director of Catholic Action; Eugene Simard and Mrs. J. Major, also of the group which is responsible for most of the bluesome attempts in Montreal. Duplessis' intention in listing the three names was said to be to pass the buck when the expected beef came up. In this way, the premier avoids direct responsibility for the action and he could change the order should the CA give the okay.

Another fact is that CA does not represent the French Catholics, who comprise 75 per cent of Quebec's population. Even in this religious community, the spots are closed when they're supposed to at 2 a.m. Sunday.

Still another point is that the province would take a hefty punch from loss of taxes if the places closed on a big night. And yet another angle of hopefulness is that the premier announced the edict six weeks before New Year's, something that would give the province a tip-off on Duplessis that he is giving them time to fight, which is entirely different from the situation last year when the spots went for a hunk of loot after the government first announced they would be closed at midnight. At the last minute allowed them the usual tolerance. Then it was too late, because most of the night cafe groups had already made other plans.

back into the picture, reviewed the incident and said its rep in Kansas City, Vincent Lee, had "stretched" the word. The spots, including a borderline accordionist as being eligible for AGVA membership. Lee was to transfer to Kansas City, and a new man will be put into Kansas City.

According to the New York AGVA national office, AFM was already ready to drop its suit against the AFM when that was AGVA and AFM topers will sit down in the near future to discuss problems of jurisdiction.

Berle To Open Copa City in Miami Dec. 23

3-Day Date Will Pay 12G

NEW YORK, Nov. 27.—Milton Berle will open Murray Weinger's Copa City, Miami Beach, for a three-day stand December 23-25.

The big pre-Christmas spot now has to come up with something behind Berle to fill out the rest of the week. Both Weinger and his booker, Johnny Franky, are pitching heavily for Frank Sinatra. As this went to print, Music Corporation of America (MCA) topers were doing a lot of talking with Sinatra on the West Coast in the hope of bringing him in.

Berle, who is to get about \$4,000 a day for his Miami debut, will work with about four acts, all of whom he's worked with before. The Moroccans may come on there.

The show will open with a lot of drum thumping. It is expected that Bobbi Walter will be singing at the Roney Plaza, and Gabriel Heatter will be present, and the neither is committed to plug the room, the cop hopes they will say something on their coast-to-coast broadcasts that will be favorable to the new cafe. His daughter has a store in the new Copa.

There is a possibility that both comedians will open. Barry Gray's disk show broke from the Roney Plaza lounge, but so far this is all in the realm of hope. Winchell, asked about the rumors, said: "It's not news to me—the name droppers!" The first show will be set to open December 21 and will consist of Xavier Cugat, Jan Murray, Johnny Johnson and an ornate review, tagged the Birth of the Copa, by Benny Davis.

Chi and Stem To See Ritzes

NEW YORK, Nov. 27.—The Ritz Brothers are to play the Chez Paree, Chicago, and the Copacabana, New York, no neither date has been definitely set.

The Chez deal calls for a late January or early February opening and this will be the first time the three lads have played a Chicago cafe. Their previous date in Chi was at the Chicago Theater. The deal also calls for only two shows on week nights, with three on week-ends.

The Copa date has been set tentatively for April, but here the three-shows-a-night policy is the main obstacle. For unlike most of the acts, the third show doesn't amount to much and frequently isn't even done, the boys would be an add-on on doing the "money" show of the night. In fact the third show is often a better business-getter than the first show. The boys would be an add-on on doing only two shows nightly.

The Ritz Brothers admitted they probably would not work the Copa. They're currently at the Philly Land Casino, whence they will go to Las Vegas, New, and then to their West Coast homes for the holidays.

Mayfair Sets Jan. 8 Bow, Hallandale, Fla.

NEW YORK, Nov. 27.—A New club, the Mayfair, is to open January 8 in Hallandale, Fla. The spot booked is its first show thru "erry Rosen and the Mayfair will be produced by Terry Lawlor and the Payne. The club will be operated by Harry Campbell.

Philly Bookers Unleash Drive Vs. Unethicals

PHILADELPHIA, Nov. 27.—In an effort to root out unethical talent bookers, the Entertainment Managers' Association (EMA), comprising the town's licensed club date bookers, is preparing to let the general public in on the industry's trade secrets. A pamphlet giving the inside story on the mechanics of booking shows and bands, so that buyers can judge questions, has been prepared and will be available for distribution with the new year.

EMA members will inclose the pamphlet with every club date and contract going out. With the town flooded with people booking shows, even without benefit of State money, EMA felt it was time to take its case directly to the buying public. The "unfair" and "unethical" competition, it charged, has wrecked the club booking industry a black eye here, and the industry as a whole is being blamed for the indiscretions of outsiders.

Particularly disturbing to the bookers is the practice of an "agent's" submitting a price for one of the local bands to go along with the show with the quoted price being for the most part under the regular union wage scale. The buyer doesn't realize that the remaining music cost will be taken out of the show budget. But when an EMA member submits the same band at the correct quotation, usually \$100 or \$200 higher, the show buyer figures he's being cheated and buys away from the legitimate office. Also still prevalent is the practice of submitting name attractions which the fly-by-night bookers can never deliver.

Adding to the association force will be the Variety Bookers' Association, which takes in the town's variety bookers. While the orgs maintain separate identities, the two groups work together thru a joint board of directors.

For the coming year, the association has re-elected the following officers: James V. Longfellow, president; Harry Suez, first vice-president; Eddie Mack, second vice-president; Joe Charles, secretary-treasurer. The board of directors, for two-year terms, are William Honey and Harry J. Ritter, and for one-year terms, Eddie Mack, Eddie Suez, Harry Dobbs and Fred Siegle.

Schwartz Buys Into Tabu. PHILADELPHIA, Nov. 27.—Stanley Schwartz, who was a partner in the defunct Coronet Club, only a few years back one of the town's top niteries, has bought into the Tabu, a midtown musical bar, with Dominick DiMatteo, a newcomer to niterie operators. The pair will operate the club at Maple Shade, N. J., nearby, and will unshutter it as the Alhambra.

VAUDEVILLE REVIEWS

Paramount, New York
(Wednesday, November 24)

Capacity, 2,846. Price 55 cents to \$1.50.
Five shows daily. House book, Harry Leroy.
Show shared by same band on 24.

What excitement is present in the current show is generated by Stan Kenton's band loaded with brass and percussionists, and Nellie Luther in her first date at the house. Kenton now uses a Latin beat in practically every number he does, whether it is "Peanut Vendor" where the beat is a natural, or something like *Love for Sale*. The effect, though strange, is very pleasant. Kenton gets his added beat from the brass section (drums which drops trumpets for maracas and their variations. There is little doubt that the long-legged frontiers has imagination and the push to put it into use. His work in various musical media—bebop, long hair and rumba—all joined together in one number, builds up excitingly for rapt listening and solid applause.

In the act department, Red Buttons does a pleasant rather than outstanding job. Buttons, one of the newer comics, was a hit at the Harem. But while he projected in the cafe, here in the Paramount he doesn't. Much of the fault is in technique, something that takes hard work to acquire. Little subtleties which break up a cafe mob are lost in a theater. Buttons' autograph book routine is okay, that is, his Gentler dance turns which seem to have the greater theater possibilities. Incidentally, his line, "Cheese and crackers," may be a widely accepted Buffalo trade-mark.

Nellie a Standout

Nellie Luther was the spark that made the show. Her well known *Hunt for Down*, *Real Gone Guy* and other Capitol record hits got big milts as soon as they were recognized, and paid off with still bigger bangs when she finished. Miss Luther worked like a real showman. She was completely uninhibited and seemed to enjoy herself so much that the house liked her right from the start.

Raul and Eva Reyes, decked out well in Latin costume, opened the show with their assortment of rumba dances, with Miss Reyes putting all into a series of grinds and chest bouncers. The team wound up to a good head for its glass-of-water-on-the-head bit.

June Christy Chirps

June Christy received a tremendous hand for her walk-on and went right into her stylized *How High the Moon* and I remember April. Yet while the house band was big, her exit was only polite. Perhaps singing to a handful of aficionados who understood musical distortion was not enough. The theater also draws heavily from people who like music they understand.

The show opened with a gimmick for the house's 22nd anniversary celebration. The gimmick was Eddie Fisher, who sang to George Wright's organ work. Fisher didn't work with the show. The pit was still down when he began. The lead, caught between in local notices, showed a very pleasant bary the kids liked.

Pic, Miss Tatloe's Millions.
Bill Smith.

Martha Ann Holden-Barrow

or friends: Contact

M. R. NELLIGAN

64 W. Maple Village-Barre, Pa.

**Radio City Music Hall,
New York**

(Thursday, November 25)

Capacity, 8,500. Price range, 50 cents-\$2.45.
House book, Leon Lomello. Show cut by house symphony orchestra, directed by Alexander Samulian.

The new bill is obviously meant to accent vaude, what with using several acts and introducing them by the old sign method. However, lacking one sock act, the show misses really selling. Apparently this theater builds its presentations around production numbers, with acts always secondary. But this bill stresses act.

The strongest act is the Cycling Theron Troupe (eight) which does everything but ride under water with its bikes. Eight abreast, the unit rides its two wheelers in unicycle formation; the same number pile on one bike for a ride. The leader of the group won big hands when he jumped rope with his bike, revolved his front wheel while riding and did a somersault with the two wheeler.

Hal Leroy is as loose-limbed as ever and scores repeatedly with his hoofing. He went thru an eccentric cleaning routine and did some walking taps to big bands.

Fresh from a recent engagement at the Roxy, Ben Béri unveiled the same slick assortment of juggling tricks.

Gypsy Caravan, to the music of Lizi's Second Hungarian Rhapsody, featuring the dancing of Baban Hasbargh and Norman Thomson, was the most spectacular production number. The mood and atmosphere of the trizanes were carried to the audience by the beautiful set, the gorgeous somming and the dancing. Thomson, especially, won the eyes with some showy leaps.

The Rockettes were brought into the Mickey Rooney, the personality-plus kid, registered as a strong bet, though he was shy of solid material. He opened prominently with *Hey Look There's Mickey Rooney*, poking fun at himself, but after taking a few comic whacks on the chin from Puleo's interpretation of *The Stein Song*, Sweetheart of Sigma Chi and others.

Pic, *The Hills of Home*.
Leon Morze.

Roxy, New York

(Tuesday, November 23)

Capacity, 3,000. Price range, 40 cents to \$1.50. Number of shows, one. House book, Sam Rauch. Show played by Paul Adair's house act.

With Mickey Rooney as the draw and Borra Mitchell and his Harmonica Rascals and the Ice show providing rock entertainment, this theater should do business.

The Ice show, another superb skating display, was in two sections, the first being Joan Hyldt's solo and the second her duet with Arnold Shoda. The presentation started with the well costumed line doing bits with the Victor Henderson. Mlle. Modiste and quickly moved to the blonde Miss Hyldt whirling over the ice. Her dazzling pirouettes and leaps were something. While she was catching her breath, Audrey Dearden, a good-looking soprano, received a good hand for *Ah But a Dream*. Miss Hyldt returned with Shoda to give a display of precision skating in which the same tricks were unveiled but by both at the same time. Shoda was especially spectacular.

Borra Mitchell and his Five-Man Gang have been away so long their act takes on a new and still brighter sheen. He used Johnny Polio to pull rock after rock. Puleo tweaked noses, got cute and socked the bigger boys for amusing results. The combo may play much, but their *Sweet Sue* and *Sobre Dance*

Phila. Casino, Dec. 5, Gets Tony Martin

NEW YORK, Nov. 27.—The pace the Latin Casino, Philly, is setting in its effort get top names has brought it Tony Martin, to open December 5 for two weeks, in what probably will be the shortest top name date in the East. Originally Martin was due to go into the Copa, but the contract expired when his option wasn't taken up in time.

Originally Mitzi Green was to follow the Ritz Brothers, now current at the Latin Casino. But the gal, who was due to open in Buffalo's Town Casino, developed a bad throat necessitating a month's lay-off, which forced her to drop not only the Town Casino, but the Latin Casino as well.

The Martin deal was in the talking stage when the Ritz Brothers came most of the urging to get him to come in. Martin agreed to take the date right after the Ritz Brothers, but with Mitzi Green set, it was impossible. When she became ill, the Martin deal became a natural.

Simpkins' Montreal Smash; Goes to 3 Shows in Night

MONTRÉAL, Nov. 27.—El Morocco last Saturday (24) switched for one night only to a three-show-per-night policy because of the terrific demand for reservations to see singer Arthur Lee Simpkins, who closed the next night.

Simpkins was there for four weeks and did such big business that it was necessary to put in the extra show Saturday. He was followed Monday by Beatrice Kay and comic Jackie Whelan.

showed they hadn't lost their masterly musical touch.

Mickey Rooney, the personality-plus kid, registered as a strong bet, though he was shy of solid material. He opened prominently with *Hey Look There's Mickey Rooney*, poking fun at himself, but after taking a few comic whacks on the chin from Puleo's interpretation of *The Stein Song*, Sweetheart of Sigma Chi and others.

The show closed with some impressive Flamenco dancing by Rosita and Antonio. Their most outstanding was a Zapateado minus an oink. The act might have greater projection playing against a black drap.

Pic: *When My Baby Smiles at Me*.
Leon Morze.

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EARL THEATER BLDG.
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Latin Casino, Philadelphia

(Reviewed Tuesday, November 23)

Capacity, 456. Price policy, \$7 minimum, 50 cover. Shows at 8:30 and 12:30. Operator, Harry Steinhilber. Manager, Jack Lynch. Publicity, Raymond Ostrich. Estimated budget this show, \$10,000. Estimated budget last show, \$10,000.

Revitalizing the town's sagging showbiz, Harry Steinhilber has one of the best excuses yet on the new Latin Casino boards. Whatever has been said about the zany Ritz Brothers in the past can be said all over again, and with equal conviction. Their 30 minutes of comedy capers count for solid guaffs. The act wraps 'em up from the moment the lads push their faces in front of the spots.

Save for the Four Maxellos (two men and women) and their standard foot-to-foot acro antics that make for many a breath-taker in face of stage limitations, the show is largely a stage wait until the Ritz boys take over. It makes little sense to have two singers on the supporting bill, particularly since Emma Jack Curtis does okay with the romantic ballads. The loser is Frances Deva, portly songstress with a husky voice, who pleases neither eye nor ear with her ballads and rhythm songs.

Padding out the hour-long revue are the Lee Henderson Dancers and Marvin Young. It's asking too much of Young to cover for the seven dolls—who are hardly what you would call dolls. And what can't be forgiven is the orchestra beating out Oh, You Beautiful Doll to frame the two long-leggers who parade around for show.

The Harry Dobbs cork (9) cuts the show and plays waltz for dancing. For the hip-waying addicts, Chic Mecca's Latin rhythms are equally satisfying. Maurie H. Oroskenker.

NIGHT CLUB REVIEWS

Embassy, New York

(Wednesday, November 24)

Capacity, 325. Price policy, \$3-\$150 minimum. Operator, Max Baer. Booking, Harry Stein. Non-exclusive. Estimated budget this show, \$2,100.

Despite its low show budget and lack of sock names, this spot has apparently caught on. On the night caught the room was jammed, the part of the business may have been from holiday eve celebrants.

Much of the lure here is the gimmicks thought up by Geri Gerardo, manager. They include special dance nights with various dance teachers showing off new Latin steps which customers go for enthusiastically. Right now the rage is mambo rhythm, a variation of the rumba, calling for hand riffs but still in four-four tempo. With the Sacacas band, said to be the originator of the mambo, on the stand, the draw is heightened.

The only non-dance act is Adrienne, who does regular TV spots on DuMont. The gal, a willowy brunette with a warm voice, looked good and sang well. She used to be quite a class spot seller years ago, having worked at the Rainbow and the old Cafe Pierre. She is still a seller and looker. Using a hand mike buried in a bouquet of flowers, she gave out with a pleasant assortment of little-known show tunes and Latin numbers to an excellent reception.

But if Adrienne does a good job, she could do a better one if she were properly spotted and better lit. With so much happening after her—a dance team, dance exhibition and contests—she's all more forgotten when the show is over.

The more informal part of the show sees off with Geri Gerardo, on page 16 (See Embassy, New York, on page 16)

Boulevard Room, Stevens

Hotel, Chicago

(Wednesday, November 24)

Capacity, 770. Price policy, \$1.00 and \$1.50 minimums, with a \$2.50 minimum charge. Shows at 8:30 and 12:30. Operator, Merrett Abbott. Producer, Dorothy Lillard. Manager, George M. Rogers. Booking, Harry Stein. Non-exclusive. Estimated budget this show, \$5,500. Estimated budget last show, \$5,500.

This third edition of the Ice Show here is just a little bit better than in past seasons, with more dancing and comedy choruses making the difference. While garb in the other two shows was good, John Baur has done a wonderful job of making this show with authentic costumes in a myriad of rich colors. The Three Rookees, Nell Rose, Meryl Baster and Bill Keefe, veteran touring ice show act, have more polish than former blade comers here and their belloy and army drill routines were especially well received. They capitalize on everything, doing plenty of mugging in addition to some swell skate work.

The "world on ice" theme is carried out and girls going through a good set of production numbers built on garb and dances of various countries. Outstanding is the novelty to one-hair Bobbly Turk, Melville Finlayson does the accompaniment on the vacuum-sweeper horn, an instrument which lends novelty to his Bobbly Turk, animated single, shows plenty of ballet prowess in a comedy slinky bit, while Jerry Rehfeld and Manuel Del Toro reveal well in production bits and a duo precision number.

Charles and Lucille, new acrobatic and adagio team, pulled pretty mits. The male one-hand lift act, slow bringdowns were sock. Ballerina Jean Arlen has dyed her locks an artificial-looking yellow, making the teen-ager look much older and out of character. Jeannie Sock contributed an okay impersonation of Sonja Henie's famous hula on skates.

Frankie Masters' cork does a top-notch job with the show's book as well as dance music for intermission. The orkster and his frau-chirp, Phyllis Myles, teamed up often for duties that pulled solid mitting.

Johnny Stippel.

El Morocco, Montreal

(Friday, November 12)

Capacity, 375. Price policy, \$2 minimum. Shows at 8:30 and 12:30. Operator, Eddie Quinlan. Booking, Harry Stein. Non-exclusive. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

With singer Arthur Lee Simpkins held over for another two weeks and still jamming them in, ringiders here now have a chance to take a looksee at young Jackie Kahane, Montreal-born comic who has made something of a name for himself in the Laurentians, Canada's corsic belt.

Simpkins, of course, is as good as ever in all departments—delivery, voice, showmanship and selling everything with plenty of schmaltz. And he knows how to please everybody—with Alouette for the French-speaking element, El, El for the Yiddish patrons, Ave Maria for everybody and the Vesti la Giubba from Pagliacci for the longhairs. He clicked big on the show caught.

Inasmuch as this is Kahane's first chance in the so-called big time, he does buff job. The lad showed plenty of zingy personality with the familiar and some new material, all of which got home.

His appearance is neat and fresh, and with his disarming, youthful personality, he should make the grade of the better cafes before long. The MacBurns, expert back in a return showing, offered a good selection of commercial lifts and spins

Le Directoire, New York

(Tuesday, November 23)

Capacity, 270. Price policy, \$4.50 minimum. Operator, Harry Stein. Booking, Harry Stein. Non-exclusive. Estimated budget this show, \$2,500.

The latest show here has two prima donnas and a novelty act, with the latter working in the middle of the show up as probably the hit of the bill. The show opens with Muriel Smith and class, but the Vienna Segal, with both gals getting wonderful assistance from lights and music.

The headliner, Miss Segal, who hasn't been in the middle show for years, doesn't stand out as a potential draw. Yet, she still has a warmth in her voice which made her a hit in musicals. But this of this warmth comes from her lyrics. Miss Segal's forte is words. When she has smart lines, or even intelligent ones, she knows what to do with them. When she has to depend on voice, she falls behind. The gal, a heavyish blonde, opened with a couple of musical numbers which meant nothing. The act was entitled Bothered and Bewildered, followed by To Keep My Love Alive, that were her two big numbers. There is no doubt in Miss Segal's mind that she is still a personality. She exudes a charm that can be felt. With proper material, she is a real attraction. She can be rebuilt into an attraction.

Mata and Hari may someday develop into a real attraction. What stands in their way today is the times. Had they started climbing a few years ago, they'd be in the big dough today. But if they're not in the top salary brackets, they're one of the slickest satirical interpretive dance teams around. Most of their work takes a little time to get over, but it is a rib. At East Indian, neck twisters or hot jazz sellers. Occasionally, their work seems a little too subtle. But basically they have what it takes.

Muriel Smith, dressed in a high necked Chinese looking gown, was visibly nervous at the tee-off. As she started to give her number, her confidence and a gracious charm that was appealing to listeners. Where she missed was in trying to use her light stage training in a comparatively small room close to the audience. She over dramatizes each song (most of them from Carmen songs) to the point where they sound pointless. Her liquid soprano is easy to take. Her looks are equally winning, but working in a cafe is a lot different than working in a theater. A crowd with drinks sitting up close isn't a theater mob.

Frank York's cork cut the show with outstanding skill. Gringo's rumbas were competent. Incidentally, Miss Segal has her own arranger, Bill Bresler, concerning the act, and a very good too. Bill Smith.

to set the show off to a good head. The Wally Wanger line contributed three routines to good results, with Hal White doing the production singing. Walter Newman's cork (9) offered okay background for the show and dampening.

Charles J. Lazarus.

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NEW YORK, N. Y.

THE FINAL CURTAIN

BACHE—Richard, 58, former organist for the Maubtain Theater, Philadelphia, November 7 at his home in that city. In recent years he appeared as solo organist in hotel rooms and musical bars. A son, two daughters and a brother survive. Burial in Philadelphia November 10.

BAILOR—Paul, 63, co-owner of the Bailor & Bowler Circus, November 13 in a Butte, Mont., hospital. Bailor also performed as a wire-walker during his tenure with the circus. Survived by his widow who is active in music circles in Butte and Anaconda, Mont. Burial in Spokane.

BECKER—William S., 48, former Steubenville, O., newspaperman and at one time on the editorial staff of *The Billboard* in Cincinnati, of a heart attack in Steubenville November 22. For the last 15 years he had practiced law in Steubenville and was also interested in the operation of a cocktail lounge in that city. Surviving are his widow and two children.

BENNETT—George E., 65, with the Johnny T. Tinsley Shows in various capacities for the past 25 years, died in his trailer in Greenville, S. C., November 17. Before joining Tinsley he had been with the Tinsley-Parker, Clarence A. Wortham, Elizabeth M. & Polle and Krause Greater Shows. Survived by his widow.

BRADEN—E. B., husband, father and legal adviser with various outdoor shows, November 17 in Vanderbilt Hospital, Nashville, where he had been hospitalized for several weeks. Braden had been with West's World Wonder and Art Lewis shows, and the past season with the show of H. Mark's Shows. Survived by his widow, Gertha; his mother, Eva; three sisters and a brother. Burial in Columbia, Tenn., November 19.

BROCK—Harry, 31, former national vice-president of the Society of American Magicians, November 21 in Stamford, Conn. He had been in business in that city for 10 years. His widow, mother and daughter survive.

BYTON—Dorothy, 45, line and unit producer with the Byton-Bloom Agency, Chicago, in Los Angeles November 19. Before entering the booking field she was a dancer. Survived by her husband, Everett, Burial in Forest Lawn Cemetery, Glendale, Calif., November 22.

CAMPBELL—W. S. (Bill), 66, for 34 years associated with F. S. Wolcott, owner of the Rabbit Foot Minstrels, November 23 in Port Gibson, Miss., of a heart attack. No known survivors. Burial in Port Gibson.

CERVONE—Frank, 45, manager and leader for 30 years November 21 in Pittsburgh of a heart attack. Cervone had worked for George Hand and Tom Fuchs and was with the 107th Field Artillery Band in Pittsburgh for many years besides fronting his own crew. Survived by two sons, Joseph, Pittsburgh; Jack, Chicago; a daughter, Jennie, Pittsburgh, five brothers and two sisters.

COOPER—Arthur R., 57, manager for the F. G. Swoyer Company, St. John, N. B., operators of a chain of theaters in Charlotte, N. C., Halifax and Kentville, N. S., suddenly November 12 in Springfield, N. S. Survived by his widow, two sons, mother and a brother. Burial in Melvern Square, N. S., November 15.

CRONIN—Francis J., pianist, organist at WNAC for 17 years, November 15 in Boston. He also played in theaters. His widow, four daughters and two sons survive.

DAWSON—Howard H., 42, for the past two years legal adviser with the Old Reliable Show, November 13 at his home in Jackson, Tenn., of a heart attack. Survived by his widow.

DAY—William C. (Shorty), 57, side man with the Bill Lynch Shows for the past 20 years, recently in Halifax, N. S. Survived by a sister.

DEAN—Roy, 40, talker on the Royal American Show's Midway Revue, November 24 in Oklahoma City, Okla., of a heart attack. Survived by his widow, the former Mary Orban, who worked in the Sally Rand Show

on the Royal American Shows, and a daughter survive.

FD DY—Ralph, 32, radio announcer at WGN, November 22 in Chicago. He has been with WGN since 1941. His widow and two children survive.

FRIEDBERG—Carl, 63, indie booking agent for radio, stage, club and vaudeville, November 25 in New York. He was with Mound Vernon, N. Y. His widow and sister survive.

IN FOND MEMORY
ROY GRAY
WHO DIED
NOV. 25, 1948
Louis Bright

HARPER—Mrs. Inez, 84, former dramatic stock player, in Los Angeles November 22. She had played the role of Little Eva in Uncle Tom's Cabin for seven years, toured the Middle West in the 1880's with a company managed by her late husband, Lou Harper.

HENSLEY—Leonard (Leonard Youngberg), 49, authority on Indian lore, November 22 in Milwaukee, 101 Ranch Wild West Show, recently in Tulsa, Okla., hospital. Survived by his mother, brother and sister.

HORTON—Hal, 53, emcee on hillbilly radio shows, November 21 in Dallas. From a start in radio in Davenport, Ia., in 1926, he has worked on stations and networks across the country and in Mexico. A regular announcer, entertainer on KRLD's *Hillbilly Hit Parade*, he was also heard on the Mutual Broadcasting System's *Cheerleader Jambores* and *Smoky Mountain Nights*. His widow, Irene, known to radio as *Susie*, and his son survive.

JOHNSON—Buster, drummer with Pocketful of Stars, Chicago, November 22 in Kingston, N. C.

JORDAN—Clifford, of the vaude team of Jordan and Johnson, November 22 in Portland, Ore. He leaves his wife, Grace.

KAYALOFF—Yasba, 31, in violin with the Philadelphia Orchestra for 23 years, November 24 in Gallagher Hospital, Washington, of a heart attack a few hours after appearing with the orchestra there. Before joining the symphony, he worked in vaude and then played with the Capitol Theater Orchestra in New York. Survived by his widow, Alice; a son, Larry; three brothers, Jean, cello; Vladimir, pianist; Hal, the Waldorf-Astoria Hotel, New York; Kris Kaye, an orchestra leader, and a sister, Gladys. Burial in Lincoln Symphony Orchestra.

KRIMSLEY—Jerrold, 38, theatrical producer, author, November 24 in Roanoke, Va. With his brother, Joseph, he produced *Naughty-Naughty* and *The Firemen*. He died in 1937, both written by the deceased under the pen name of John Van Antwerp.

KOCZALSKI—Racina, 63, Polish pianist and composer of six operas, November 23 in Poznan, Poland. A child prodigy, he gave over 4,600 concert performances.

LANDI—Alma, 65, former vaude performer, sculptor and recently publisher of *L'Espresso*, a Italian-language newspaper, November 23 in Plainfield, N. J. His widow, son and daughter survive.

LABRASH—William K., 51, hypnotist, better known as Marsh Babbitt, in an automobile accident at Cedar Island, N. Y., November 21. Larison had appeared several times over Station WOR, New York. He was on a lecture tour at the time of his death.

LOWE—Stanley E., 68, Canadian orchestra leader for the past 35 years, suddenly Nov. 25 in Amherst, N. S. Survived by his widow, a daughter and a sister.

MARTIN—John A. (Jack), 53, former owner of the show bearing his name and in later years an advance agent for Mound City Shows, in St. Louis, died November 23. In his youth Martin toured the country as a contortionist and trapeze performer. Martin instituted the first fair in St. Louis many years ago. His widow, Katie; a daughter, Mrs. May Neville, and three sons, John M., Frank and Lester, survive. Burial in St. Louis November 26.

MASON—Alfred Edward Woodley, 83, author of *The Four Fathers* and many other novels and plays, November 21 in London.

MAYER—Ray, 47, former vaude performer, November 21 in Salt Lake City of a heart attack. He and his wife, Edith Evans, toured the Orpheum circuit for a decade with their acts, *The Cowboy and the Lady*, which they had recently revised and presented at Larry Potter's Supper Club in Hollywood.

NORTON—Carleton G., 43, owner-operator of Loonmuck Inn, Laramie, Wyo., November 21 in New Milford (Conn.) Hospital. Survived by his wife, Mildred; Margaret; two sons, Carleton Jr., and Robert; a daughter, Nancy; his brother, Arthur and sister, Burial in New Milford November 22.

O'CONNOR—Tim, 62, brother-in-law of Ralph Decker, owner-manager of J. J. Kinsella's Shows, and a concessionaire with the shows, recently in Chicago, S. C. A native of England, he was widely known for 20 years as Tiny Tim, clown. Burial in Columbia.

ORTES—Armand Francis, 68, former legit and silent film actor, November 20 in San Francisco. He leaves a sister.

PARENT—Art, 58, former pianist of the Paradise Revue on the Dallas & Dallas Shows, October 15 in Grosvenor, B. C. Burial in Montreal, home of Parent's sister.

IN LOVING MEMORY
Of My Husband
D. W. "BLACKIE" PIKE
Who passed away Dec. 2, 1947
ESTILLINE

RAY—Kenneth A., 46, on the executive staff of Columbia in New York, for several years, in Bridgeport, Conn., November 20. Survived by his wife, Virginia; two sons, Raymond and four sisters, Mrs. John Doran, Mrs. James H. Doran and Mrs. Harold Oaks, of Bridgeport; and Mrs. Edward Kozlowski, of Boston, Conn. Burial in St. Peter's Cemetery, Danbury, November 23.

ROSE—Francis, 46, opera singer, baritone, in New York. He sang with the St. Louis Opera and the City Opera companies and more recently taught singing. His widow survives.

SCHOOLEY—Edgar T., 61, pioneer producer of outdoor revues for fairies, November 18 in his home in Skokie, Ill. (Details appeared in the General Outdoor Section, November 27 issue.)

MANY THANKS AND SINCERE GRATITUDE
to the showmen and many others who extended their condolences and letters and on to my home in Skokie, Ill. I received many telegrams and letters on the Edgar T. Schooley.

Margaret Koche
and Mr. and Mrs.
Ward (Flash) Williams

SCIARETTI—Salvatore, 78, Metropolitan touring the 1910-11 season, November 27 in Brooklyn. After his Met appearance he sang with many other opera companies and toured Cuba and Central America. His widow, son and two daughters survive.

SHINN—Arthur T., 88, former operator at Echo Lake (Pa.) Park, November 23 in Ardmore, Pa. He received the 1925 Pulitzer Prize for his widow, Edith; three sons and a daughter. Burial in Stroudsburg, Pa., November 24.

STREIBER—J. (Doc), 65, former producer with Universal Studios, November 17 at his home in Los Angeles.

WALLACE—Nellie, 78, long a British music hall comedienne, November 24 in London. She started in 1910 as a feature player on a London Palladium band, and was a star there until a few weeks before her death. She won special prizes in several mas pantomimes. Her debut was in a small part in *East Lynne*.

WEST—William B., 59, radio artist and orchestra leader, November 24 in Bridgeport, Conn. He was musical director of several early radio stations and was later musical director at WBBM. His widow and daughter survive.

WILSON—William B., 32, former traffic chief of the international division of the National Broadcasting Company, November 22 in Coopers-town, N. Y. His parents survive.

WILSON—Gertrude, sister of E. Lawrence Phillips, former owner of the John J. Jones Exposition, in Washington November 26. Interment in Fort Lincoln Cemetery, that city, November 29.

Births

A daughter to Mr. and Mrs. Jimmy McHugh November 22 in Philadelphia. Father is manager of the Boyd Theatre there.

A son, Charles Warren, to Mr. and Mrs. Sid Goldstein, November 22 in Presbyterian Hospital, Philadelphia. Father is former vaude producer and managed the Ray and Carman theatre in that city.

A son to Mr. and Mrs. Mo Wax November 8 in Women's Hospital, Philadelphia. Father is in a chain of movie houses in the Philadelphia area and is publisher of the Film Bulletin, a motion picture trade magazine.

A son to Mr. and Mrs. Schuyler C. Chapin November 20 in New York. Father is WBBC's field promotion supervisor.

Twins daughters to Mr. and Mrs. Paul Hogue November 9 in Cleveland. Father is *The Billboard's* Cleveland correspondent.

A daughter, Elaine Abby, to Mr. and Mrs. George Schimmel November 16 in New York. Father is an engineer and a musician.

A son to Mr. and Mrs. D'ck Bain November 15 in Lynwood, Calif. Father is a harmonica player and mother is a pianist. Father is owner of the Blair Sisters.

A son to Mr. and Mrs. Sid Goldstein November 16 in Hollywood. Father is Coast chief of the George Simon Music Company.

A son to Mr. and Mrs. Sam Hamilton Hogue November 16 in New York. Father heads U. S. Television & Zetka Television, Inc.

A daughter to Mr. and Mrs. Floyd Huit November 1 in Lynwood, Calif. Mother is the former June Blair, of the Blair Sisters.

A son to Mr. and Mrs. Paul Long November 14 in Pittsburgh. Father is a musician. Mother is the former Elaine Kinder, of the Kinder Sisters, who sing over that station.

A son to Mr. and Mrs. Norman Rivkin November 13 in Hollywood. Father is a press agent.

A son to Mr. and Mrs. Doug Setzer November 15 in Seattle. Father is a producer at KOMO. A son to Mr. and Mrs. Paul Vizer November 15 in Alhambra, Calif. Father is a National Broadcasting Company assistant director.

Thanksgiving Parades Draw Large Throngs

NEW YORK, Nov. 27.—Ideal weather Thanksgiving Day resulted in record crowds of spectators along the line of market Macy's (department store) annual parade down Broadway and the Bamberger parade in Newark, N. J. Both parades utilized professional circus performers and clowns as well as several commercial bands. Circus talent and featured clowns for the parades were booked thru Leo Grund, of the George A. Hamid office.

As usual, there were several huge balloons in the Macy Parade, new ones including a 75-foot crocodile, giant fireman and a monkey dangling from a balloon-carried trapeze. Among new floats were a Mississippi River showboat, a water-spouting whale and a menagerie float.

Among the nine bands in the line most spectacular was the Ferkio string band, from Philadelphia, in colorful Indian get-up.

Bamberger's had 60 floats, 15 bands and 500 marchers. Floats ranged from those with holiday themes to such spectacular ones as that carrying five separate groups of performing jugglers, acrobats and equilibrist and another carrying a dancing ballet group. Both parades featured elaborate Santa Claus floats and wound up in front of the stores where ceremonies were carried out.

Frank Cervone Dies in Pittsburgh

PITTSBURGH, Nov. 27.—Frank J. Cervone, 60, band leader and theatrical booking agent, died here Monday (22).

Cervone's band played fairs and outdoor events for years. A first lieutenant during World War I, he directed the 107th Field Artillery Band for a time. Cervone was widely known in the outdoor booking field having been associated with the George A. Hamid office 18 years, most of which was as head of the Hamid office here.

Surviving are two sons, Joseph and John; a daughter, Jane; six brothers and three sisters.

Funeral services held Friday (26) at Baker Funeral Home, were attended by Hamid and many other showmen.

National Speedways Set Early Birmingham, Macon Still Dates

CHICAGO, Nov. 27.—National Speedways, Inc., Chicago big car race promotional organization, will follow up its 1948 inactivity at the Florida State Fair in February with two early April still dates at Macon, Ga., and Birmingham.

At Sweeney said today that a contract for an April 10 race meet at Macon has been signed with Roy Gandy, president of the Macon Speedway Association. The Macon date will be followed April 17. The second annual National Speedways spring program on the Alabama State Fair track at Birmingham.

The third in a series of early-season meets has been scheduled for the Macon Fairgrounds Speedway, at Macon, O., the first week in May.

Announcements Pop at Chicago In Pre-Confab Clan Gathering

CHICAGO, Nov. 27.—Robert R. Kline, this year general agent for the John R. Ward Shows, has been named to a similar spot with Andy Bros. Shows.

Aut Swenson, the past two years a Jimmie Lynch Death Dodgers unit manager, closed to handle a Joe Chitwood Hell Drivers unit in the Midwest.

A 100-mile stock car automobile race, to be staged by Frank Winkley, was contracted for the closing day of the '49 Mississippi Valley Fair, Davenport, Ia.

The Wallenda circus unit was signed to play the '49 Barnes Bros. Circus in the Chicago Stadium and was placed under the exclusive booking of Barnes-Carruthers Theatrical Enterprises, Chicago, for 1949 fair dates.

Judy Canova, radio and motion picture star, will play fair dates in '49.

Bligh A. Dodds, manager of New York State Fair, Syracuse, prepared to handle the gavel at the annual convention of the International Association of Fairs and Expositions, filling in as IAEF vice-president for Roy Rupard, president, who wired that he sensed forced him to remain at the State home.

These were the chief disclosures

and developments today as fair men, park execs, carnival reps and show suppliers thronged into the city and crowded the lobby of the Hotel Sherman before formal opening of the annual show conventions.

Announcement of Kline's appointment as the Andy Bros. g. a., made by Dave Endy, fills the gap left vacant months ago by the shift of Curtis L. Bockus from Endy to a similar post with the James E. Strates Shows.

Bill McGraw, Chitwood manager, in announcing that Swenson would handle a Hell Drivers unit said there will be three Chitwood units in '49.

Winkley disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he had contracted to supply two night thrill shows at the Davenport annual.

Announcement that the Wallenda unit would be booked at '49 fairs exclusively by the Barnes-Carruthers office was made by Jack Leonard, Wallenda manager, following a conference here with Sam J. Levy Jr., of that booking agency.

Michael L. Vallon, personal manager of Judy Canova, revealed that she is not available for '49 fairs bookings, but that she will make

(See Announcements Pop, page 51)

Close-Ups:

A Model T (for Hats) Started Whitey Monette Off to Success

By Dean Owen

(This is another in a series of articles on little-known facts about people prominent in the outdoor show business.)

AMONG the familiar sights on fair and celebration midways is dapper Maynard Philip Monette, who parlayed a Model T Ford and a crate of souvenirs into one of the largest novelty operations on the West Coast. Better known as Whitey, he also has been a guiding hand in the affairs of Show Folks of America, San Francisco, and during his term as president was instrumental in helping raise nearly \$5,000 for the org's burial plot at Mount Olivet Cemetery.

Business-wise, Whitey never misses a trick and usually has been one jump ahead of his competitors when it comes to anticipating a change in trend. It is the uncanny ability of judging public interest in novelty items, plus his determination, that largely has been responsible for his success.

Whitey began hustling novelties when he was 10 years old near Manteno, Ill., where he was born February 5, 1914. After playing fairs and chaletous in the neighborhood he became concessionaire at the Manteno State Hospital. He soon started on the fair route again, however, working popcorn and peanuts and gradually branching out to balloons and novelties.

He probably still would be in the Midwest if an older brother had not moved to the Coast. Whitey came west and decided to stay. As that largely has been responsible for his success.

All Not Velvet

He snared his first full-scale novelty contract during the revival of Ogden, Utah, Pioneer Days. From then on it was easy sailing, with a few exceptions. One exception came at a time when he was in the red and the only thing that would save the day was a certain fair contract. The contract was secured, but Whitey's Model T bogged down 20 miles from the fairgrounds and by the time he arrived a competitor already was set up on the midway.

A novelty butler in the early 30s had few comforts, Whitey recalls, and (See A MODEL T on page 54)

Gainesville Show Budget OKayed

New 110-foot big top, with 3 50-foot middles scheduled—how set

GAINESVILLE, Tex., Nov. 27.—The budget for the 1949 Gainesville Community Circus was approved by the board of directors at a dinner meeting here.

New equipment will include a 110-foot big top with three 50-foot middles, new lighting system with central switchboard at bandstand, spotlights for strobilite effects, new reserved seat section and dividers, a new cage wagon for the old-time circus parade spec being prepped, a second trampoline, additional rolling globes, aerial bar rigging and a second bareback horse.

The season will open in Gainesville April 20 for a three-day stand. Other Texas dates are Denton, May 5-8; Cleburne, May 12; Corpus Christi, June 3-4; Garland, June 9-10, and Nocona, June 16-17.

Staff includes Roy A. Stamps, general manager; C. B. Stringer, assistant manager; J. B. Saylor, secretary-treasurer; Dr. A. A. Davenport, production director; A. Morton Smith, program director and announcer; Emmett F. Curtis, legal adviser; Joe Leonard, show divider; intention of transportation; Roy P. Wilson, front door superintendent; Mrs. Rita Stamps, superintendent of personnel; B. D. Fox, musical director; Vern Brewer, general superintendent; W. Alex Murrell, chief electrician; Foris M. Sims, ring side superintendent; Mrs. Mary Sims, wardrobe superintendent; Mmes. W. W. Welborn and Hallie Hatfield, wardrobe mistresses; Dr. S. M. Yarbrough, medical department; F. E. Schmitz, production show; Paul McRenfro, chief electrician; A. B. Foster, back yard superintendent; Henry Skaggs, boss hostler; Joe M. Leonard Jr., head usher, and Mrs. Kathryn Parsons, office secretary.

Winnipeg Cele Set for June

WINNIPEG, Nov. 27.—The 75th anniversary of incorporation of Winnipeg will be celebrated in June, 1949, it was decided at a meeting of the special committee set up to decide what should be done.

The exact date, length and events and features are not decided. However, by December 1 an organization will be set up to handle the details. Management of the event will be in the hands of a director who will be chosen at the next committee meeting. The office for the director will be set up in the city hall.

Final Rites Observed For Edgar I. Schooley

CHICAGO, Nov. 27.—Funeral services for Edgar I. Schooley, 67, pioneer in the production of revues for fairs, who died November 18 at near-by Skokie, were held Sunday afternoon (22) at the Haben Funeral Home in the suburb. Burial followed at Shawnee Memorial, Woodlawn cemetery, here.

Funeral services were Sam J. Levy Jr., John D. Deane, Sunday, at the Tyrell, Dean Detrick and Victor Koch.

Colorful Rites Highlight NSA Memorial Day

NEW YORK, Nov. 27.—Annual memorial services of the National Showmen's Association held at the Schuylers Sunday (21) were the most impressive ever conducted by the club. Presence of a color guard from the military police battalion at Governor's Island, under command of Corporal Turman, was made possible thru the courtesy of Captain Driscoll.

Addresses were made by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman. Vocal solos were rendered by Angelina Hauck and Dorothy Packman, with William Caldwell at the piano. Joe Basile and a trumpet player from his Madison Square Garden band teamed up on Tenor.

Chaplain (NSA) Fred Murray supervised the services. Clubroom's stage was appropriately decorated, with the honor list of the deceased members of the NSA and the Ladies' Auxiliary occupying the center.

70 Members Present

About 70 members of the club and auxiliary assisted at the services, which opened with pledge of allegiance to the flag, followed by the singing of the national anthem by Dorothy Packman, past president of the Ladies' Auxiliary. After the invocation by Phil Cook, chaplain of the Miami Showmen's Association, George A. Hamid, president emeritus, delivered an address of welcome.

Due to the inability of NSA President James E. Strates to be present, his spot was taken over by Vice-President Jack Perry, who delivered an address and read the roll call of the deceased members. Mrs. Sidone Silvers, chaplain of the Ladies' Auxiliary, called the roll of departed Auxiliary members.

Chaplain Fred Murray read a spe-

cial prayer written by the Right Reverend Monsignor O'Reilly, pastor of St. Malchay's Church. Mrs. Ethel Shapiro introduced Mrs. Bess Hamid, who unveiled a bronze memorial tablet bearing the honor roll of deceased members of the Ladies' Auxiliary, gift of Mrs. Hamid. Mrs. Queenie Van Vleet, Auxiliary president, accepted the plaque on behalf of the organization.

Benediction Given

Addresses by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman were followed by the singing of *The Lord's Prayer* by Angelina Hauck, and benediction by Chaplain Sidone Silvers.

At the close of the ceremonies, "buses" carried a group of NSA and Auxiliary members to Fernfield Cemetery, Ardsley, N. Y., where a service was held in front of the NSA monument on the club's plot. All graves had been covered with fresh flowers. Rites at the cemetery were brief, consisting of invocation by Chaplain (NSA) Phil Cook; reading of a psalm by D. D. King, and prayer by Chaplain (NSA) Fred Murray. Ceremony concluded with benediction by Chaplain Murray.

ANNOUNCEMENTS POP

(Continued from page 49)

her appearance during the outdoor convention. She is to appear Monday (29) at a 4-H breakfast in the Stevens Hotel, Wallon said.

Word that Rupard was ill was received here by Frank Kingman, IAFE secretary, upon his arrival from Brockton, Mass., and shortly after he and Dadds conferred on details of the IAFE convention program.



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Coming Events

CALIFORNIA
Olympic-Dog Show, Dec. 12, Mrs. Hugh Lewis, Pasadena, Calif.
Turlock-Ar West Turlock Show, Dec. 1-4, C. F. Dickinson

FLORIDA
Miami-Orange Bowl Festival, Dec. 26-Jan. 2, E. E. Butler, 615 S. W. 26 Ave.
Melbourne-Beach-Sebastian Inlet Celebration, Dec. 17-19, Leonard Malott

ILLINOIS
Chicago-National Farm Show in Coleseum, Third Dec. 4, Del Rites, 1113 S. Wabash Ave.
Chicago-International Livestock Expo, Nov. 27-Dec. 4, Wm. E. Ogilvie, Chicago Stock Yards

IOWA
Arcley-Fair-Country Fair, Dec. 4-4, Joe W. Coole

LOUISIANA
New Orleans-Rivers Circuit, Nov. 29-Dec. 4, Dr. A. Mason, 1127 St. Charles Ave.
New Orleans-Aurora Show, Dec. 16-19, Miss Joe J. Walsh, 519 Westlake Place

MASSACHUSETTS
Worcester-Dog Show, Dec. 12, Foley, 2000 Rantford St., Philadelphia

MICHIGAN
Detroit-Michigan 4-H Club Show, Dec. 7-9, W. J. Chambers, 659 Div. Ave.
Detroit-Dog Show, Dec. 8, R. H. Calbeck, 8, Birmingham, Mich.

MISSISSIPPI
Oxford-New-Bad Festival & Carnival, Dec. 3, E. E. Blackmore, Box 444

NEW YORK
Binghamton-Dog Show, Dec. 8, 3000 Rantford St., Philadelphia
White Plains-Dog Show, Dec. 8, Foley, 2000 Rantford St., Philadelphia

TEXAS
El Paso-Southwestern Sun Carnival, Dec. 28-Jan. 1, Howard Shuler, Hotel Cortez
Weatherford-Stock Show, Dec. 1-2

CANADA
Buckton, Sask.-Dressed Meat & Poultry Show, Dec. 2-3, R. F. Macdonald, Newborough Hotel

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Calif. State Cuts Special Events Outlay

Awan Again Show Producer

SACRAMENTO, Nov. 27.—Passage of Proposition No. 4, increase in odd and blind pensions, at the recent election, has resulted in a slash of operating expenses for State fair special events, according to E. P. Green, fair secretary-manager. Informal talks with the finance board have indicated that costs for the events will be cut from \$10,000 to \$3,000.

Green said the department of finance had no way of devising ways and means of raising more revenue to cover the cost of the new legislation that little time has been left for estimating the 1949 fair budget. However, approval is expected sometime next week.

Cancel Spring Horse Show

Cancellation of the spring horse show, for which \$40,000 had been budgeted, was recommended by Green and approved by the fair board. The move was made when it was found the horsemen preferred their own October convention and show.

At the suggestion of Director James E. McConnell of Sonoma, the directors had instructed Green to see that the horsemen's group would shift the convention from October to spring.

Third Time for Awan

The directors also okayed the contract of Adrian Awan, Hollywood producer, for the third straight year, to handle night shows. He remains on a \$6,000 yearly fee as long as the horsemen's group would shift the convention from October to spring.

A refusal to permit the exhibition of mongrel livestock at the fair was made by the directors following an appeal from Lake County Pomona Grange No. 43 to allow 4-H Clubs or Future Farmer members to show any animal regardless of breeding. Present rule states that all animals exhibited must be pure bred or by a registered sire.

Galt, Calif., Annual Weighs 85G Purses For Horse Racing

GALT, Calif., Nov. 27.—A possible budget of \$85,000 for pari-mutuel racing at next year's event was ruled by directors of the Sacramento County Fair here this week. The tentative figure is \$20,000 over the racing budget for 1948.

A six-day racing program, to start on a Friday, was discussed. According to present plans racing will be held Friday and Saturday during the opening week and Wednesday, Thursday, Friday and Saturday of the following week. The exact opening date for the expo has been definitely set, it is expected to be in the middle of July.

The opening date will probably be set at the next meeting December 2, Board Chairman Dan Donovan said. Tentative plans call for a nine-day event.

Approval of the plans is being sought from the State Division of Fairs and Expositions. As the fair is now a district agricultural expo, the State okay must be received before anything further can be done.

The possibility of enlarging all departments at the 1949 fair was also brought up for discussion at the board of directors meeting.



Meetings of Fair Assns.

Iowa Fair Managers' Association, Hotel Fort Des Moines, Des Moines, December 8-7. E. W. Williams, Manchester, secretary.

Western Fairs Association, Annual Meeting and Second Annual Fairman's Fair, Municipal Auditorium, San Jose, Calif., December 8-10.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Piester Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. H. C. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Wallack Hotel, Columbus, January 12-13. Mrs. Don A. Derick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14. Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15. Lowry Hotel, St. Paul. Allen Don, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Atlanta, January 17-18. W. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Port George Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsb, Saskatoon, Saskatchewan, secretary.

South Carolina Association of

Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 20-24. Robert F. Trask, Boston, secretary-treasurer.

Virginia Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25. Northstar Hotel, Billings, Mont. J. M. Suckroff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McLean, secretary, Arlington, Neb.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-28. Edwin Schultz, Lincoln, secretary.

Pennsylvania State Association of County Fairs, January 25-26. Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Exposition and Reddick, Baker Hotel, Dallas, January 27-29. Arkansas Fairs Managers' Association, Marshall Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 2-5. James A. Cava, State Office Building, Albany, secretary.

Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

Fayette, Ia., Board Shortens '49 Event

WEST UNION, Ia., Nov. 27.—Fayette County Fair in 1949 will have only a four-day event instead of five, as in previous years, the board has decided. Reason is the attendance dropped off the first Saturday of year. Dates in '49 will be August 23-28.

Harry Cline, who completed his first year as president, was re-elected, as were Carl Palmer, vice-president; Ed Bauder, secretary, and C. W. Grimes, treasurer.

Permanent improvements made this year totaled \$3,205 and included purchase of 500 chairs for box seats. Ticket sales for 1948 totaled \$18,954 against \$18,513 for 1947. Tuesday, opening day, saw the top ticket sale of \$4,425. Attendance on hand of \$701 was reported.

Calif.'s 51st District Buys Devonshire Downs Grounds

NORTHRIDGE, Calif., Nov. 27.—Purchase of the fairgrounds at Devonshire Downs by the 51st District Agricultural Association has been announced by Max P. Schonfeld, president of the board. Improvements to be made on the grounds include covering the grandstand, installation of lights for night activities, landscaping and some paving.

As soon as a master building plan

Empire States Move for Race, Midway Control

SYRACUSE, N.Y., Nov. 27.—A one-day meeting of the Central New York Association of Towns and County Fairs at the Hotel Syracuse, Thursday (17), resulted in adoption of resolutions calling for elimination of date conflicts in harness racing and establishment of uniform State police regulations governing operation of midway.

After discussions on the resolutions, a committee made up of William Miller, Oswego; Clarence Carey, Bath, and S. S. Wylie, Naples, was named to confer on the racing situation with the State Association of Towns and County Fairs.

Following an address by Bligh A. Dodds, director of the State division of fairs, it was voted to have the State association in touch with State police authorities in working out uniform regulations covering midway operation. The following committee was appointed to confer with the State association: (See Empire States page 61)

has been completed several new structures will be erected. The plan is being formulated in Sacramento.

Calif. Centen Holds to Budget

To operate within first
\$2,000,000 appropriation
—budget \$970,949

SACRAMENTO, Nov. 27.—The State Centennial Commission intends to stay within its original appropriation of \$2,000,000, Chairman Joseph B. Knowland informed Finance Director James S. Dean, and no request will be made to the Legislature for additional funds.

The tentative budget for 1949-'50 has been set at \$970,949, according to Knowland. Plans call for a heavy promotion program in 1950 which will mark State-wide celebrations of California's first 100 years of Statehood.

Willard Keith, of Los Angeles, vice-chairman of the commission, said that Southern California's celebration would come after the gold rush spectacles are concluded in Northern counties.

The celebration will be highlighted by the 150th anniversary of the constitutional assembly in Los Angeles and an eight-day celebration at Monterey, first State capital.

Arizona Annual Record Breaker

Paid admission for 10-day
event hit 162,934, a gain
of over 30,000, Jones says

PHOENIX, Ariz., Nov. 27.—The 10-day Arizona State Fair set records in almost every department, Paul F. Jones, secretary, announced at the annual, which opened Friday (5), closed Sunday (14).

Paid admissions hit 162,934, or 30,000 more than last year, Jones reported. The over-all attendance figure is exclusive of 10,000 school children admitted Saturday (13). Day by day attendance figures: November 5, 11,154; November 6, 20,806; November 7, 22,500; November 8, 6,304; November 9, 8,950; November 10, 7,838; November 11, (Armistice Day), 46,206; November 12, 5,181; November 13, 14,478; November 14, 14,473.

Jones also reported new records for the exhibition and entertainment departments.

Waterloo Dairy Cattle Congress Nets 54G Profit

WATERLOO, Ia., Nov. 27.—The Waterloo Dairy Cattle Congress reported a profit over \$54,000 with income totaling \$223,227, of which \$170,907 came from admissions, exhibitors and selling.

Attendance was reported at 228,000, although the exact attendance was not released during the 1948 annual report. This figure was 10,000 below the 1947 record of 238,000. Officials said the attendance in 1947 was the highest of last year's record by 7,000 until rain hit two of the best days of the show.

Capital Improvements
Capital improvements during the year cost \$55,181 and included construction of a new \$13,996 horse pavilion, \$25,285 for a new lighting system for the parking area, (See Waterloo Congress on page 61)



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Around the Globe...

George A. Hamid Attractions have proved themselves through the years with the world's greatest Fairs, Amusement Parks, Celebrations and Special Events. Their high-ranking achievements have consistently earned top raves in the public and trade press, and these honors have been amply reflected in the most gratifying attendance figures.

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- FANTASIES
 - SHOW TIME
 - GRANDSTAND FOLLIES
 - IDEAL REVUE
- Watch for New revues and innovations
for 1949

SINCERE thanks and congratulations to all the great
Fairs, Amusement Parks, Celebrations and Special
Events which have enjoyed such a successful season
with George A. Hamid Attractions for 1948, and we
sincerely hope we may again have the pleasure and
confidence of our many friends in 1949.

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ASSOCIATED ENTERPRISES

Warren, Minn., Officials Purchase Additional Land

WARREN, Minn., Nov. 27.—Marshall County Agricultural Association has purchased nine acres of property to provide space for carnival attractions and parking at its fair. The group also has petitioned city council to extend Fletcher Avenue past the new addition, which would provide an additional entrance and exit street to the fairgrounds.

Three new members were elected to the board at a meeting here Friday (12). They are Peter Grant, Harold Boardman and Frank W. Forbes, the latter county agent. Renamed were William Forsberg and R. B. Torsath. All officers were re-elected. They are O. M. Mattson, president; Walter E. Johnson, vice-president; W. R. Holbrook, secretary, and L. O. Winberg, treasurer.

Net profit from this year's annual was \$2,500. The association spent \$1,600 in grandstand improvements.

City Display (Overseas) Exhibitions, Ltd., London, has appointed Presentation, Inc., Washington, as its foreign agent in this country, according to H. D. Barton Jr., Presentation's executive director. He said that one purpose of the C. D. Presentation contract is to facilitate exhibition at overseas international fairs by American manufacturers. Plans are also being made for trade exhibitions by British manufacturers in the States.

IRISH HORAN WANTS FOR AMERICA'S TOP THRILL SHOW ORGANIZATION DRIVERS—STUNTMEN CLOWNS Mechanics—Trackmen BILLPOSTERS—ADVANCE MEN FOR 1949 SEASON

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STATISTICAL DIRECTORY OF FAIRS

(Received too late for inclusion in The Billboard's Cavalcade of Fairs Listing)

CALIFORNIA

San Fernando Valley Fair, Northridge

ATTENDANCE: 17,397 paid, 499 free. Operated 3 days, 3 nights.

WEATHER: Hot 3 days, 3 nights.

RECEIPTS: Gate, \$4,158.25; grandstand, \$781.62.

AID, PREMIUMS: State aid, \$10,000.

CARNIVAL: Martin's Carnival.

ATTRACTIONS: Revue, booked thru Kenneth Harlan Agency, 4 nights, at cost of \$875; thrill show, Arrie Sorella, 3 days, 3 nights, at cost of \$750; harness races, 1 day, with purses of \$225.

ADMINISTRATION: President, Max P. Schonfeld; superintendent of commercial exhibits, H. Harold Hirsch.

35-A District Agricultural Assn., Mariposa

ATTENDANCE: 5,500 paid, 477 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$2,000; grandstand, \$2,000.

AID, PREMIUMS: State aid, \$12,000.

CARNIVAL: Pacific United Shows.

ATTRACTIONS: Fireworks, supplied by Shell Oil Company, 3 nights, with purses of \$4,080; rodeo, presented by fair, 1 day.

ADMINISTRATION: President, Stanley Fiske; secretary, J. T. Norman.

IDAHO

Lewiston Round-Up, Lewiston

ATTENDANCE: 15,000 paid, 300 free. Outside gate admissions sold in advance, 7,500. Operated 4 days.

WEATHER: Good 3 days.

RECEIPTS: Gate, \$30,000.

CARNIVAL: McKee's Circus.

ADMINISTRATION: President, Harry Wall; secretary, Joe M. Skok; superintendent of commercial exhibits, Frank McLaughlin; publicity director, A. L. Alford.

IOWA

Ringgold County Fair, Mount Airy

ATTENDANCE: 2,000 paid, 10,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$793.69.

AID, PREMIUMS: State aid, \$2,000.

CARNIVAL: American Midway Shows.

ATTRACTIONS: Revue, 3 nights, at cost of \$1,000; circus acts, booked thru Barnes-Carruthers, 3 days, 3 nights.

ADMINISTRATION: President, John Thomas; secretary, Stuart W. Hooper; superintendent of concessions, Burl Cunningham; publicity director, Frank Spurrier.

1949 DATES: August 17-20.

MASSACHUSETTS

Highland Agricultural Society, Middlefield

ATTENDANCE: 3,500 paid, 150 free. AID, PREMIUMS: State aid, \$2,000; other, \$1,000.

ATTRACTIONS: Revue, booked thru Al Martin, 1 night, at cost of \$250.

ADMINISTRATION: Publicity director, Willard Pease.

1949 DATES: September 2-3.

Hillsdale Agricultural Society, Cummington

ATTENDANCE: 3,000 paid and free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$3,368.48; grandstand, \$522.52.

AID, PREMIUMS: State aid, \$2,000; other, \$500.

ATTRACTIONS: Revue, booked thru A. J. Clements, 3 days, 3 nights, at cost of \$650.

ADMINISTRATION: President, Howard D. Hamilton; secretary, publicity director, R. A. Warner; superintendent of concessions, Linwood Leffure; superintendent of commercial exhibits, Philip Gurney.

1949 DATES: August 27-28.

MICHIGAN

Richmond Horse Show & Fair, Richmond

ATTENDANCE: 4,000 paid, 800 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 3 nights; rain 1 night.

AID, PREMIUMS: State aid, \$3,500.

ATTRACTIONS: Fireworks, supplied by Great Lakes Fireworks Company, \$1,100.

ADMINISTRATION: President, R. A. Houston; secretary, Vera Krause; superintendent of concessions, Ben Duengert; superintendent of commercial exhibits, Art Rowley; publicity director, Cal Herman.

MINNESOTA

Sibley County Agricultural Assn., Arlington

ATTENDANCE: 10,462 paid, 2,254, free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 2 nights.

RECEIPTS: Gate, \$2,946.90.

AID, PREMIUMS: State aid, \$1,350; county aid, \$3,000; other, \$4,184.47.

CARNIVAL: Rocco & Son.

ATTRACTIONS: Revue, booked thru Peter's Entertainment, 2 nights, at cost of \$1,250; fireworks, supplied by Arrowhead, 1 night, at cost of \$500; harness races, 2 days, with purses of \$750.

ADMINISTRATION: President, Arthur Sprenger; secretary, publicity director, Louis Kill; superintendent of concessions, Hubert Pinski; superintendent of commercial exhibits, Paul Schumann.

Johnson County Fair, Jackson

ATTENDANCE: 10,000 paid, 6,000 free. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.

RECEIPTS: Gate, \$4,594; grandstand, \$3,239.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,500.

CARNIVAL: Badger State Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,800; circus acts, booked thru Hertz & Hough, 2 days, at cost of \$1,250; big car races, staged by National Speedway, 1 day, at cost of \$120.

ADMINISTRATION: President, A. F. Schepmann; secretary, publicity director, Anton C. Geiger; superintendent of concessions, William Thompson; superintendent of commercial exhibits, R. B. Hunt.

1949 DATES: August 10-21.

NEBRASKA

Webster County Agricultural Society, Bladen

ATTENDANCE: Total paid, \$4,200. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$2,368.80; night grandstand, \$200.

AID, PREMIUMS: State aid, \$378.25; county aid, \$2,000; other, \$2,000.

CARNIVAL: United Victory Shows.

ATTRACTIONS: Revue, booked thru J. G. Michaels, 3 nights, at cost of \$371.

ADMINISTRATION: President, Raymond Dand; secretary, F. J. Haller.

1949 DATES: August 10-12.

NEW YORK

Lewis County Fair, Lowville

ATTENDANCE: Total, paid 15,500, free 400.

WEATHER: Good 5 days, 8 nights.

RECEIPTS: Gate, \$12,650; grandstand total, \$4,300; day grandstand, \$2,800; night grandstand, \$5,700.

AID, PREMIUMS: State, \$10,000.

CARNIVAL—Kling Reid.

ATTRACTIONS: Revue, booked thru George A. Hamid, Inc., four nights, at cost of \$6,000; thrill show, Jolt Chittwood, one day, no night.

STAFF: President, A. D. Waller; secretary and superintendent of concessions, Cyril L. Spomer.

NORTH DAKOTA

Wells County Free Fair, Fessenden

ATTENDANCE: Free gate, estimated, 35,000. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.

RECEIPTS: Grandstand, \$6,000; day grandstand, \$3,000; night grandstand, \$6,000.

CARNIVAL: State Fair Shows.

ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights; Frank Winkley's Thrill Show, 1 day, 1 night; hot-rod races, staged by Frank Winkley, 1 day; harness races, 4 days, 4 nights.

ADMINISTRATION: Secretary, Tony Lili.

OHIO

Greene County Fair, Xenia

WEATHER: Good 2 days, 3 nights; rain 2 days, 1 night.

ATTRACTIONS: Grandstand, booked thru Gus Suss Agency and also WLV (Haymakers).

STILL DATES: Motorcycle races sponsored by Woody Post, 1 night; Legions.

STAFF: President, B. K. Haines; secretary and publicity director, Mrs. J. Robert Bryson; superintendent of concessions, B. V. Bell; superintendent of commercial exhibits, Harold Van Peit.

More Statistical Directory of Fairs information will appear in the next issue of The Billboard.

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Coney's Luna Spot Again Hit by Fire

NEW YORK, Nov. 27.—Chalk up another fire for Coney Island's Luna Park. Fire broke out Monday night (22) in what still remained standing of the park's big Coaster, which along with most of the rest of the park was destroyed during the fire of July 12, 1944.

Since the big fire several minor and one major blaze, which wiped out most of the park's ornate entrance on Surf Avenue, have hit the spot and have left it an eye-sore, as the owners have done little to clear the site which still is heaped with twisted metal and blackened rubble. Monday's fire did little if any damage.

Plans were filed recently for the erection of two one-story buildings on the Surf Avenue frontage of the park, which is separated from the main section of the park by the elevated structure of the subway lines serving Coney Island.

N. J. Beach Assn. Seeks \$150,000 Promotion Fund

ATLANTIC CITY, Nov. 27.—At a meeting of the New Jersey Resort Association, President Howard C. Shifler, mayor of Brant Beach, called upon Governor Driscoll to provide \$150,000 for the promotional activities of the New Jersey Council in the State's budget for 1949-50.

"New Jersey's largest industry is the resort business," Shifler said, "grossing over a billion dollars a year along 126 miles of seashore coastline and in the mountain and lake resorts. This great factor in the economy and progress of the State deserves the fullest co-operation at the State level in publicizing the matchless beaches, superb lakes and mountains for Americans to visit and relax."

Albert W. Johnson, vice-president of the association, added that the resort industry in New Jersey privately spends over \$2,500,000 each year to advertise its features throughout the nation. Other vice-presidents of the association, including R. D. Ayers, freeholder of Sussex; Mayor George A. Smock of Asbury Park, and Mayor Harry Seale of Wildwood, also joined in the move to get the State to appropriate sufficient funds to help publicize and promote the resorts.

Venue Curfew Extended

VENICE, Calif., Nov. 27.—The police commission authorized later today to extend the Venice curfew zone for the duration of daylight-saving time as the result of a request made by concessionaires. Games which heretofore have shut down at midnight may now remain open until 1 a.m.

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Max Gruber to Head New Miami Spot

10-Unit Kiddie Park

NEW YORK, Nov. 27.—Max Gruber this week revealed himself to be the prime mover in the new kiddie tincture, which will proceed February 1 on a year-round basis on Dade County park land in Miami.

Gruber said that 10 miniature rides would be installed on the 200,000 square feet of park land located between Baker's Haulover and Sunny Isles. Already contracted for are a Merry-Go-Round, Rockers, Roto Whip, Roto Whirl, elephant, Zeppelin, boat and train ride, and Little Skipper. Most of the rides and the erection of necessary buildings for power transformers, maintenance, etc., will exceed \$100,000, Gruber said. A miniature golf course will also be installed.

Carnival Op

Gruber, who has been in the carnival business for 30 years, said that he was working on his road equipment with the exception of his major rides which he plans to add later to his Miami park venture. Gruber this year also operated an amusement park at Long Beach, L. I. The Miami location is ideal for a park, Gruber said. Groves of trees have been planted in the vicinity and these will provide ideal picnic areas. The foot approaches are all thru unpaved, eliminating the hazardous condition of busy highways. All wiring will be underground and the parking lots will accommodate an estimated 15,000 cars.

Women operators, dressed in nurses' uniforms, will be used in Miami as they were this year for the first time at Long Beach. Women operators proved more efficient in the handling of children, Gruber said.

Associates Named

Gruber's associates are Louis Shekin, a well-known Miami jeweler, and L. Broussard, restaurant operator. The contract, originally issued in Broussard's name, provides for the payment of 10 per cent of the gross to the county.

The park area at Long Beach was increased by a total 75,000. Gruber's plans for Long Beach call for the addition of a Penny Arcade, a Show Catering Wheel.

Gruber will manage the Miami spot while his wife, Rae, will continue to handle the Long Beach operation.

1949 Vacation Gimmick Of Wildwood P. R. Stunt

WILDWOOD, N. J., Nov. 27.—With a record-breaking attendance at the bureau of public relations is offering to all and sundry a free 1949 vacation for submitting the most practical idea for beach attraction or entertainment feature at this resort.

The contest is being conducted by the resort in co-operation with amusement operators and civic associations. The contest, which started last week, closes December 15.

A. C. Sets '49 Pageant Plans

ATLANTIC CITY, Nov. 27.—Atlantic City's 1949 Miss America beauty pageant will be virtually a State set-up, with only four cities in the country permitted to submit contestants. In an attempt to have each of the 48 States represented, the pageant board at its annual meeting this week eliminated Pittsburgh, Wash. D. C., Detroit and other cities.

Boardwalk To Get Christmas Dressing

ATLANTIC CITY, Nov. 27.—For the first time in some years this resort will dress up the Boardwalk in keeping with the Christmas spirit.

The Boardwalk Association at a meeting held last week decided to raise and underwrite a sum sufficient to install a 25-foot Christmas tree in every block of the Boardwalk. Funds will be solicited among the Boardwalk merchants and amusement interests.

The trees, which will be furnished by the city, and decorations will be added by hotels and business houses in each individual block. City has appropriated \$5,000 to defray the project, but the funds must take care of the entire town and not just the Boardwalk.

WATERLOO CONGRESS

(Continued from page 57)

and conversion of two horse barns into cattle barns.

Approximately six acres of parking area were added and a sprinkler system was installed in the auditorium.

The report listed net valuation of grounds, building and equipment at \$565,491 with indebtedness confined to a first mortgage of \$131,955.

Exhibit Statistics

Final statistics showed 1,611 head of cattle exhibited by 490 breeders; 142 Belgian horses by 21 exhibitors; 161 saddle horses by 91 exhibitors; a total by 71 livestock exhibitors; 420 industrial exhibitors; 118 dairy products exhibitors; 57 flower and garden show exhibitors and 121 exhibitors in the women's department. Forty-three States were represented.

The entire 11-member board of directors which served during this year was returned to office. Directors are R. I. Crowell, Frank Colford Jr., A. D. Donnell, G. W. Hageman, Roger Miller, S. C. Moore, J. G. Northey, A. K. Pingree, H. B. Plumb, H. M. Smith, all of Waterloo, and M. T. Humphrey, of Hudson, Ia.

EMPIRE STATES

(Continued from page 57)

William Miller; Robert Turner, Elmira, and J. Victor Fawcett, Bath.

Cattle Classification

W. D. Brown, Jr., secretary of the New York State Holstein Association, spoke on the advisability of establishing a uniform classification system for the show. He said that all fairs would award prizes on the same basis. A resolution urging adoption of such a system was passed.

Officers elected for 1949 were: William Miller, president; John D. Meyers, Newark, vice-president; and Robert Turner (re-elected), secretary-treasurer.

Showmen attending the meeting included Joe Hughes, of the George A. Hamill office; Al Marano, Boston; Jack Kochman, B. Ward Beam, Joe Whitwood, Bert Lowe, Carl Ferris, Ben Altair; Jack Bercoff, of Circle N Ranch, Redco, and Justin Van Vleet, B. V. Shows.

have participated previously. The only cities retained are New York, Philadelphia, Chicago and Washington.

NAAPPB To Dine, Dance Tuesday Nite

Strong Line-Up Set

CHICAGO, Nov. 27.—Annual banquet and dance for members of the National Association of Amusement Parks, Pools and Cades (NAAPPB), scheduled Tuesday night (30) in the Grand Ballroom of Hotel Sherman, will boast a strong line-up of acts. Johnny King, of General Artists Corporation, in charge of lining up the entertainment for the floorshow, announced seven acts as "already signed, sealed and delivered" for Friday night (26) and said there would be more.

Line-up, as arranged up to Friday night by King, included the Dorothy Jordan dancers; Ray and Otto, comedy impressionists; Paul and Pauline Trio, trampoline; Gracie Barrie, singer; the Nelson Sisters, novelty bar act; Roger Ray, comic, and the McLehenn singers.

Paul H. Huedepohl, executive secretary of the NAAPPB, said Friday looked as if more than 400 would be in attendance at the banquet this year. "We had a trifle over 400 last year," Huedepohl said, "but the way the reservations are coming in right now it looks like we may go over that number this year."

Huedepohl also said the menu this year would be "something far and away from what we've had in the past and I believe it will prove a big hit with those attending."

In previous years the banquet has been held the final night of the NAAPPB convention. This year, however, it will be held the night before the confab closes. This was done, Huedepohl said, so as not to conflict with the New Year's Eve celebration, which scheduled its banquet for Wednesday night, December 1.

Plans San Antonio Funspot

CANTON, O., Nov. 27.—Col. John I. Richards, former Canton politician, reportedly has leased acreage on the outskirts of San Antonio and will install an amusement park.

SEE MIKE AND JOE MUNIVES BOOTHS 36 and 37 NAAPPB SHOW

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AT TULSA'S SELL-OUT BALL

11th Annual Dinner Held At Com'dore

Two-Hour Show Staged

NEW YORK, Nov. 27.—The 11th annual banquet and ball of the National Showmen's Association at the Hotel Commodore, Wednesday night (24), was a sellout, with approximately 1,000 guests occupying the tables in the Grand Ballroom and many in the balcony. The banquet hall was handsomely decorated, and lighting effects were better than usual.

Speeches were drastically curtailed and the event was run on a close schedule, with Joe Basile's band and occupants of the dais marching on promptly at 8 p.m. After the singing of *The Star-Spangled Banner* by Bubbles Ricardo, vocalist of the Basile band, the turkey and trimmings were trundled in and the banquet got under way. Basile's band blazed out cheerful melodies, with several good vocalizations by chirper Ricardo.

Greetings by Rothstein

After delivery of the invocation by Rev. Allen Claxton, pastor of Broadway Temple, Sam Rothstein, chairman of the banquet committee, extended greetings to assembled guests and introduced President James E. Strates and President-Elect Ben Bergen, who addressed the audience briefly.

Alvin Corelli, executive secretary of the Theater Authority, took over as toastmaster and presented officers of the NSA, and speakers and guests. On the dais were Lt. Col. Charles A. Sweeney; George A. Hamid, president-emeritus of the NSA; Lt. Col. Harold Hoffman, former governor of New Jersey; M. Monette, Showfolks of America; Bligh A. Dodds, director of New York State Fair; Bernard Robbins, Michigan Showmen's Association; Joseph Steinberg, Pacific Coast Showmen's Association; Rev. Allen Claxton; Bernard Mendelsohn, Showmen's League of America; Dr. Bernard Birnstein, rabbi of Congregation Earsh; David Rothstein, banquet chairman; John M. Cannella, commissioner of licenses, New York; Max Cohen, American Carnival Association; Ben Strates, A. Wadsworth, Me.; William C. Cowan, Miami Showmen's Association; and officers of the NSA: James S. Strates, president; Frank Bergen, Jack Perry and Ross Manning, vice-presidents; Ralph Decker, secretary; O. D. Simmons, treasurer; Ben Wadsworth, assistant treasurer; Fred C. Murray, chairman; Max Hoffman, general counsel; and Dr. Jacob Cohen, physician.

Gus Van Speaks

Toastmaster Cornelius introduced Gus Van, president of the American Guild Variety Artists, who spoke briefly. Lt. Col. Hoffman followed with a witty address, after which the principal speaker of the evening, Ben Sweeney, delivered a talk on his exploit in dropping atom bombs on Japan.

Hamid presented Henry Youngman, who scored with a few wise cracks and bowed off as he had to make another speech in his dress. Hamid presented good membership cards to David Brown,



THE BUCKS AND THE MARTINS gathered recently at the 400 Club, St. Louis, to celebrate the former's sixth wedding anniversary. Mr. and Mrs. Buddy Buck are shown at the left in the above photo, and Mr. and Mrs. Bob Martin at the right. Bob Martin operated the Girl Show on Tivoli Exposition Shows and Buddy Buck had a like attraction on Moore's Modern Shows.

Pre-Confab Chit-Chat

Crash Victims, Collins Limp In, Wiltse Coming in Wheel Chair

CHICAGO, Nov. 27.—Billy Collins, owner of the William T. Collins Shows, arrived Friday (26) at the Chicago convention with his forehead taped and limping with the aid of a cane. Cash Wiltse, his general agent, is due in tomorrow (28) in a wheel chair. Both were injured November

18 when Collins's automobile, driven by the show owner, crashed into an oil tank truck near Rolla, N. D.

Taken to the Rolla Community Hospital, they were not released until Sunday (21). Collins sustained bruises and lacerations on the head, knee and arms and torn ligaments in the shoulder and arm. Wiltse suffered a broken ankle, a dislocated elbow, cuts on the face and a badly bruised leg.

Viola Fairly and her husband, Noble, of the Hennies Bros.' Shows, were barraged with questions shortly after their arrival about the autographed picture Mrs. Fairly had received from Gen. Ike Eisenhower. Bessie, Viola explained that she and Dwight had gone to grade school together in Abilene, Tex., and that over the years they had exchanged correspondence. Her son, Paul, until recently in the U. S. diplomatic service, had continued the friendship, having visited Eisenhower on two occasions, she added. The Eisenhower photo bears the warm autograph, "To Viola Hunsinger Fairly—Affectionately to You—from an Old Abileneite."

W. A. (Bob) Hallock, who resigned recently as general agent of the Majestic Great Shows after being with that org in various capacities for the past four years, planned to make an announcement as to his future plans during the confab.

Carl Hanson, who served most of the past season as secretary of the Imperial Exposition Shows arrived in good health, having recovered from illness which had forced him to tie the office wagon duties with the Imperial. Following the convention, he will return to his Miami home.

Van Dee Organizing Show

GAINESVILLE, Tex., Nov. 27.—H. Van Dee is organizing a small truck show here to open May 1 and play only in this State. There will be about 75 concessions, mostly office owned. Org will feature a stageshow as free attraction.

RAS Gets Tulsa Fair Contract

Annual cut to five days—
Memphis Cotton Festival,
Miss. State Fair also inked

CHICAGO, Nov. 27.—On the eve of the opening of the annual outdoor convention here, only one route change by railroad carnivals was announced. The Royal American Show closed to play the Tulsa State Fair, Tulsa, Okla., Carl Sedlmayr Sr., owner, and Robert L. Lohmar, general agent, announced. The Tulsa annual, heretofore a six-day event, will be reduced to a five-day run in order that the RAS can play it.

The Tulsa date will eliminate the Fort Smith (Ark.) Livestock Show from the Royal American route.

The Memphis Cotton Festival, May 7-14, and the Mississippi State Fair, Jackson, have again been signed, Sedlmayr and Lohmar also reported.

C. & W. Again Sign Richmond Fair; Run Extended to 10 Days

CHICAGO, Nov. 27.—The Cettin & Wilson Shows again will play the added stature as exposition, Richmond, in '49. R. C. McCarter, general agent, announced upon their arrival here for the Richmond show.

The event will run 10 days, instead of six, as in the past.

Aransas Pass, Tex., Gains as Winter Mecca of Showmen

ARANSAS PASS, Tex., Nov. 27.—Each year this community takes on wintering outdoor showmen, and this year the early vanguard is bigger than ever before, according to Jack Edwards, veteran popcorn and snow cone concessionaire, who should know.

Edwards has come here 14 winters. He and Mrs. Edwards live in a trailer but they like the place so much they are thinking about buying a home here.

As Edwards puts it, "this place has everything." And then, he goes on to extol its merits—its mild climate, the excellent fishing, the good hunting.

Those outdoor show people who already have been in here for a stay or who remain include, besides the Edwardses, the Lohmars, the Levine family, Chick Williams family, Corkie Zimmerman, Bob Sitzer family, Mr. and Mrs. A. W. Martin, Bill and Marie Rider, Clarence Hackenback, Mr. and Mrs. Larry Lawrence, Pete Wilson family, Cecil Burns family, Lee family, Art Hanson and Irving Jugman.

Mr. and Mrs. Henry Gibson, Frank Minor, Blackie Workman, Mr. and Mrs. Gabe Kins, Art Riley, Raymond Altman, Mr. and Mrs. George Whaling, Earl Grimsman, Marley Miller family, Miller family, Mr. and Mrs. Harry Brown, Mr. and Mrs. John Scott, Mr. and Mrs. R. L. (See Aransas Pass on page 66.)

Greater Tampa Org Nominates Ringlin

TAMPA, Nov. 27.—Jerri Ringlin has been nominated for the presidency of the Ladies' Auxiliary, Greater Tampa Showmen's Association, without opposition. The election will be held December 10 in the permanent clubrooms.

Other officers nominated, all without opposition, are Lois Sedlmayr, first vice-president; Evelyn Kleider, second vice-president; Dotty Carroll, third vice-president; Grace Hillman, secretary; and Mary Lee Holman, treasurer.

Nominated for the board of governors are Clover Fogle, Betty Morgan, Vera Larkin, Blanche Lemish, Arlene Cooper, Irene Seely, Sue Miller, Bertie Perrot, Evelyn Blakely, Ruby Hall, Dolly Young, Evelyn Clain, Flo Poulos, Pearl Kays, Kathleen Sutton, Doris Coulson, Gertie Weiss, Marlene Jones, Ivah Morris, Betty Rodgers, Laura Sedlmayr, Gerrie Miller, Peggy Wilson, Helen Julius, Esther Young, Mable Reed, Rosie Hunter, Dena Bernie, Mary West and Martha Wagner.

Members of the nominating committee were Dena Bernie, Helen Julius, Evelyn Kleider, Pearl Kays, Ruby Hall, Dolly Young, Helen Julius, Esther Young, Mable Reed, Rosie Hunter, Dena Bernie, Mary West and Martha Wagner.

Colonel Hoffman and Strates, and honorary life-membership cards to Dena Bernie, Mollie Decker, of the ladies auxiliary, Myron Cohen, dialect comedian, took over briefly.

At 11 p.m. Corelli introduced Dr. Hamid, who spoke on the theme, "With George Paxson's band on the (See 1,000 AT NASH on opp. page)

1,000 at NSA's Sellout Shindig

(Continued from opposite page)

stage started off the shingling with the novelty balancing act of Athos. Lewis gave out with a couple of songs and then brought on the Mack Triplets, who scored a show stop with their harmonizing. Came on and Desmond, zany dance duo, came on and also clicked. Lewis bowed off as enee after putting across his famous When My Baby Smiles at Me.

Bad Sweeney Takes Over

But Sweeney took over the emcee chores and brought on Joe E. Brown for a bit of musing and reminiscing. Jay Seilers followed with his screwball antics and Gus Van came on to score with his old-time songs. He made way for the Three Glens in a spectacular adagio number. Sweeney bowed out after some good clowning and was replaced as enee by Pat Henning, who did his own funny routine before introducing Borrah Minowitch's Harmonica Rascals, who brought the show to a rousing wind up.

The show, lined up by Hamid, ran two hours. Hamid was assisted by Jack Rosenthal and members of Hamid's New York staff. Dancing followed the show.

Fred Murray turned out the fine year book for the banquet, which brought in close to \$10,000, with Johnny J. Kline handling editing of the book. The banquet committee consisted of Sam Rothstein, chairman; Roy Jones and Dick O'Brien, vice-chairmen; George Hamid, emcee; Alan Correll, dais; David Brown, tickets; James McHugh, publicity; Fred Murray, year book; Buckley Allen, reservations; Arthur Campbell, floor arrangements, and Jack Litchfield, reception.

WINTER QUARTERS

Pike Amusement

MULBERRY, Ark., Nov. 27.—The org closed the season Saturday (13). Owner W. M. Pike, who was on a hunting trip the final two weeks, reports the '48 season was okay.

Plans have been made to build two fronts for the back end and a new front gate arch. New vans, purchased on arrival here, are being rebuilt to form two panel fronts. Hopes are to have six major rides and three kiddie rides next year. New light towers will be purchased.

Malloy Evans is in charge of the crew. Owner Pike gifted his wife with a new Packard. Cotton Ellis, legal adjuster, is visiting his home but will return after the holidays.—JOHNNY MARTIN.

Hills Greeter

ARANAS PASS, Tex., Nov. 27.—C. O. and H. P. Hill returned last week from a booking trip thru Colorado, New Mexico, Nebraska, South Dakota and Montana.

Mr. and Mrs. C. O. Hill and a group of friends west-ended in Mexico, and H. P. and C. O. Hill, accompanied by Fats Martin and Jake Moore, went on a hunting trip which proved "not too successful," judging by the reports.

C. O. Hill took delivery recently on a 1949 Nash. Mr. and Mrs. C. L. Ruppels bought a 1949 Schultze house trailer, which is parked at quarters.

Recent visitors to quarters included Mr. and Mrs. Benny Hadad, Mr. and Mrs. Joe Cannon, Mr. and Mrs. W. D. Moore, Dave Chisholm, Jimmie and Carl Byers and Mr. and Mrs. J. D. Summers.

While in Corpus Christi, Tex., Mr. and Mrs. H. P. Hill and Mr. and Mrs. C. L. Ruppels visited the American Midway Shows.

Pioneer

WAVERLY, N. Y., Nov. 27.—Of-fices in quarters are being redecorated and new furniture has been ordered. Shower baths have also been installed. A new Ferris Wheel motor was received recently. Niles Hurst has arrived from Georgia, and George Smith is reported doing well with his hunting lodge at Marshall Creek, Pa.

Recent visitors included Mr. and Mrs. Slim Moxie, John L. Ford, Paul Merrick, Doc Miller, Chester Hipp, George O'brien, Mr. and Mrs. P. Corcoran, Sam Mo'key, and Bill Show, who is still in the army. Manager Mickey Percell attended the Central New York fair meeting at Syracuse and plans to attend the Chicago outdoor meetings.—CHARLOTTE LOVEJOY.

W. C. Kaus

SELMA, Ala., Nov. 27.—Departing from its long custom of wintering in New Bern, N. C., the org moved into new winter quarters here after closing its 19th annual tour November 13 in Meridian, Miss.

The season spanned 33 weeks and eight States, with the route covering 4,698 miles. The longest move (from Fayetteville, Tenn., to Martinsville, Va.) was 497 miles. The shortest (from Keystone to Vivian, W. Va.) was two miles.

The season proved spotty. Weather in the spring was excellent but the show ran into a solid month of rain in the summer.

At the season's close, members and their destinations were as follows: Mr. and Mrs. Russell C. Owens, Mr. and Mrs. Grover Hill, and Elmer and his crew, New Bern, N. C.; Graves H. Perry, Charleston, W. Va.; Lola Donohoe, George and Ann Whitehead,

Tidwell Winter Home Robbed; Loot Put at 20G

BIG SPRINGS, Tex., Nov. 27.—The T. J. Tidwell Shows' winter quarters near here were robbed Thursday night (25) of an estimated \$20,000 in cash and securities by five heavily armed men. Police said two safes were blasted after six show employees were bound and gagged.

Owner Tidwell and Mrs. Tidwell were in Chicago at the time of the robbery. Reached there, where he had to go to attend the outdoor show conventions, Tidwell said he was awaiting further word before cutting his trip short and returning here.

Curly Wolfe and Dave Fineman, Miami; Dorothy Gorgant and Mickey and Art Jacobs, Brown, Conn.; Fred Zachille, Jacksonville, Ill.; Slim and Doty Dunlap, Jacksonville, Fla., and Miami; Mr. and Mrs. Orville Miller, Spencer, Va.; Hank Owens and Junior, Plymouth, Pa.; Walter Rish, Newark, N. J.; Sid Alcide and the Skyrockets, Panama City, Fla., then to winter dates, and Phil Campbell and Shorty Whitfield and his family, Alabama.

Lee United

BAV CITY, Mich., Nov. 27.—Owner Charles H. Lee recently returned from Georgia, loaded with pecans which he distributes to friends during the holidays.

John E. Payne is manager of the new Barmy Illuminating Company. Harry G. Taylor, general manager, is back from a booking trip and is settled in his apartment. Robert Lewis, cann game op, is back at his old job in Max's Cafe, where Gene Crawford, of the Playland Shows, also is employed.



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Schmitz - Martin Battle Resumes

ELIZABETH N. J., Nov. 27.—The exchange of acrimony between Fred Martin, secretary of the Roller Skating Rink Operators' Association of the United States, and William Schmitz, general manager of America on wheels, an outgrowth of the suggested merger of the associations, continues, this time Schmitz replying to Martin's late statement in *The Billboard*.

Schmitz issued the following statement after reading Martin's article in the November 20 edition:

"After reading Mr. Martin's closing paragraph in the November 20 issue of *The Billboard* Page 87, as follows: 'And now may I say that he matter what comes from the above explanation, the writer is too busy with RSROA business to further clutter up these three columns with uninteresting controversies.' I found myself in a most embarrassing position. Answering it would mean taking unfair advantage of Mr. Martin, who is so busy, yet not answering would be admitting that I had not told the truth in my previous article. Since I am wrong either way, I prefer to refute the false statements made by Mr. Martin."

"He said I was not present at the meeting held at the Park Central Hotel in 1945 and that he could bring the witnesses to bear on the story. I prefer to name the witnesses, and the operators can write to them if they wish to know the truth. Present were, representing the RSROA, Fred Martin, Detroit; Fred Freeman, New York; Fred Bergin, who operates an ice rink in Fresno, Calif., and Victor J. Brown, Newark, N. J. For the URO, Earl Van Horn, Minneapolis, L. J., and William Schmitz, Elizabeth, N. J. For the United States Amateur Roller Skating Association, Morgan, New York, and for the Amateur Athletic Union, Dan Ferris, national secretary of the association."

"Martin's second statement. We know that Mr. Schmitz is still the business head of the URO, 'a direct interest to our president, Perry Giles, of Muskogee, Mich.' The rink operators consider an intelligent and progressive rink man. Since his election, Mr. Giles has never consulted with me on matters concerning the association. In the URO, perhaps different from the other association, an officer is an officer in his own right and not in name only. He makes such decisions as the constitution and by-laws of our organization permit him to."

"Quoting further from Mr. Martin's

AP's Hal Boyle Takes the Veil At Rawson's Lab

NEW YORK, Nov. 27.—The biggest publicity break roller skating ever had was caused by the Skating Institute of America November 19, 1949. Irwin Rose, the group's director, it was a full-length Associated Press (AP) feature column about Perry Rawson by Pulitzer prize winner Hal Boyle, and it appeared in a record of 90 newspapers the nation over.

Rawson says a deluge of mail came on his heels.

Boyle, a non-skating skeptic, went to Rawson's home and laboratory rink in Deal, N. J., and left an enthusiastic disciple and booster for the roller skating. In his article he stressed the Rawson theme that 95 per cent of the country's roller skaters are mere scooters on wheels, with only 5 per cent performing in the proper, safe and more pleasurable way. He also mentioned that roller skating was now the nation's top pastime sport.

The AP feature was the Institute's best job in its month of existence which, of necessity, had to be devoted mainly to research and grand-revealing operations. Rose reports that an AP picture spread, again with country-wide distribution, is about to break.

"If the minority are not satisfied with what they have, let them make application to join the RSROA," Martin, Detroit, says in reply. The URO is in the minority. However, the reason for this only bears out the fact that the URO prefers quality to quantity. Non-paying members are dropped from our membership."

Match Benefits

"The RSROA secretary always states what their association is doing for its members. For example, to its members get for the one night's receipts which they send to Detroit every year? Membership cards for their amateur roller skaters can obtain them from the USARSA without the operator belonging to any organization. Or sanctions to stage a show or hold a contest? These also can be obtained by the clubs from the USARSA without the slightest cost to the operator and without the operator belonging to any organization."

"My only idea in writing the article suggesting the merger was to make the operators' association a real business organization for the operators. If my colleagues in the URO agree with me I do not care."

"Both articles written by Mr. Martin were so contradictory, that I am beginning to wonder if Mr. Martin is putting his finger in the ear before that of his association, which he so highly praises. I presume that he desires his livelihood from this position in the RSROA, since he no longer operates a rink, and perhaps a merger would call for a business man taking over the important duties of secretary of a businessman's association."

"When he mentions that the operators should pay more attention to the box office, I am sure he is touching a point close to the heart of every operator. Maybe that's the very point Mr. Martin overlooked when he had the opportunity."

"When I wrote the first article on the merger I did not make any plea for members for the URO, since Mr. Martin apparently does not care about either. I can only say: Join the URO, a real businessman's organization whose officers are elected every year. We do not believe in the indispensable man, and no officer can hold office more than two consecutive years. This prevents a dictatorship of unqualified persons from controlling an organization merely for their own personal interests."

Let's Halt the Pot Shots and Work for Common Good

By Perry B. Giles, President, United Rink Operators

"THE TIME has come," the walrus said, "to speak of many things. And I am in accord with the walrus. I have been thinking that we might put a stop to this practice of filling the columns of *The Billboard* and other publications with petty backbiting and name calling, but since it seems to have broken out afresh, I cannot resist the urge to speak my piece."

As Mr. Schmitz has said, this matter of undesirable publicity was brought up at our annual United Rink Operators convention in Washington last summer, and it was agreed that it was undignified and harmful to the business as a whole. At that time Mr. Schmitz made me personally his promise that he would refrain from writing or answering articles such as had appeared in the past."

However, after reading the article which appeared in the October 30 issue of *The Billboard*, I was not surprised when Mr. Schmitz called me and asked to be released from his promise, in fact, agreed with him that an unbiased presentation of the facts might be a good thing. I feel that the article which he did submit was a fair presentation and was not collected to cast undue reflection upon any person."

I should have liked to let the matter rest there, and awaited with some interest the results of the proposed *Billboard* poll, though, knowing the average operator's dislike of unessential letter writing, I was not too sure of the results. We seem, however, to have again stirred up a hornet's nest."

Favors One Group

I will state that I am and have always been in favor of one organization of operators, and would do anything in my power to bring this about. However, I am no longer optimistic enough to believe that there is any chance of accomplishing this, simply because of the frank antagonism between some of the personalities connected with each organization. I do not see, too, any reason why we cannot continue to have two organizations which can work together harmoniously, and it is to this end that I am devoting my efforts."

"Last summer I was elected president of the URO, after Mr. Schmitz, Mr. Van Horn and others formerly actively connected with the organization stated that they felt that friendly relations between the two organizations were impossible without a change in the management. I believed in Mr. Schmitz's sincerity when he made this statement, and I have had no reason to change my belief. Neither of us has the temperament of a "yes-man"; we can and do disagree emphatically upon occasion, and the fact that we can work together in this manner is an indication that we are working toward the same end."

I might say also that I do not feel that the statement is justified that Mr. Schmitz is still actually the head of the URO, since he has no part in the management, but never from a URO member. We, at least, believe that we are running our own organization,

and that each operator has a voice in the proceedings if he chooses to make it heard. I do not feel that Mr. Schmitz has made any attempt to dictate the policies of the organization in the four years I have been connected with it, although he is one of the most active workers for its good. It has been my experience that criticism of those in power usually comes from those who make no effort themselves toward helping to run things. (This is not to be construed as any reflection on Mr. Martin, who is a very active man; it is merely a commentary on organizations in general.)

Unity Is Possible

Those very individuals who make it impossible to conceive of a united organization are in their own right very valuable and intelligent men (See *Halt Pot Shots* on page 78)

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"Fanny Santa Gypsy Cards" that really sell. Box, \$12.50. Mounded \$8.00. Christmas Cards, assorted, each in envelope. We send over a hundred thousand of these last year—and have many more in stock. \$5.00. Mounded \$3.75. Newly Richer Christmas Banners. Box, 70c. Mounded \$8.00. "Flop Flip" Girls, Post Card Size, a Sensation Wherever Shown. Box, \$12.50. Photo Handy Kiths With Braided Key Chains Attached. Plastic, Novelty Pictures. Box, or Display Card. Per Card \$8.20. Mail Cash With All C. O. D. Orders. Certified Check or Money Order. NO SAMPLES.

MIDWEST MERCHANDISE CO.

1010 BROADWAY KANSAS CITY MO

Fast Selling

TOYS by TREMAX

HOTTEST ITEM IN YEARS!

TESTED FOR QUICK TURNOVER PROVEN FOR TOP PROFITS!...

This Christmas worth to bigger tips on every pitch with Popper and Original TREMAX Plastic Creations! They're designed to appeal to kids from 5 months to 60 years. Get the season off to a fast, money-making start with these TREMAX traffic stoppers!



HOPALONG HERMAN

THE WONDER DOG!

Squeeze the bulb to make Hopalong hop and run! Never a dull moment with "Noddy" on the job! Terrific appeal to young and old. You squeeze the bulb and watch him go like a hot shot! Hopalong is made of plastic with durable plastic base and rubber wheels. Flash-colored. RETAIL 10c

YOUR COST, \$2.10 Doz. Individually packaged in cellophane bag. Packed 6 Doz. to Box.



PAJAMA DOLL

A hit any way you look at it! Good for a laugh from Pop and Mom. Treasured by the kids. Carefully designed in non-destructible, durable plastic. Flash-colored. Realistically detailed. Amusing new view shows pajama wear open. Sanitary, safe for teething. 4 1/2" high. RETAIL 10c

YOUR COST, 70c Doz. Packed 6 Doz. to Box.

BALANCING DOLL

A real turnover item, proved by months of volume sales over toy centers everywhere! 100% NON-DESTRUCTIBLE! Made of special plastic that has a skin-like feel. Flash-colored, amazingly detailed. Stands 2 1/2" high. Sanitary, ideal for teething. 4 1/2" high. RETAIL 19c

YOUR COST, \$13.80 Gross Packed 6 Doz. to Box.



SELF-WINDING WHISTLING TOP

"Tops" in Topical Cellophane, sturdy plastic construction, featuring attached string that automatically winds as top spins! Fascinating whistle and ease of operation make them appeal to even youngest children. Flashy demonstrator. RETAIL 25c

YOUR COST, \$1.60 Doz. Packed 3 Doz. to Box. Assorted Colors.



Assorted Colors.

RUSH YOUR ORDER FOR TREMAX TOYS NOW!

GET YOUR SHARE OF THE SEASON'S PROFITABLE BUSINESS!

IMMEDIATE DELIVERY

Terms: 1/5 Deposit With Order, Balance C. O. D., F. O. B. Chicago.

Shipped prepaid full payment sent with order.

TREMAX INDUSTRIES, INC.

914 DIVERSEY CHICAGO 14, ILLINOIS

RINGS SELL ON SIGHT

Styled to Sell—Priced for Profit



Available \$2.00 \$3.00 \$4.00 \$5.00 \$6.00 \$7.00 \$8.00 \$9.00 \$10.00 \$11.00 \$12.00 \$13.00 \$14.00 \$15.00 \$16.00 \$17.00 \$18.00 \$19.00 \$20.00 \$21.00 \$22.00 \$23.00 \$24.00 \$25.00 \$26.00 \$27.00 \$28.00 \$29.00 \$30.00 \$31.00 \$32.00 \$33.00 \$34.00 \$35.00 \$36.00 \$37.00 \$38.00 \$39.00 \$40.00 \$41.00 \$42.00 \$43.00 \$44.00 \$45.00 \$46.00 \$47.00 \$48.00 \$49.00 \$50.00 \$51.00 \$52.00 \$53.00 \$54.00 \$55.00 \$56.00 \$57.00 \$58.00 \$59.00 \$60.00 \$61.00 \$62.00 \$63.00 \$64.00 \$65.00 \$66.00 \$67.00 \$68.00 \$69.00 \$70.00 \$71.00 \$72.00 \$73.00 \$74.00 \$75.00 \$76.00 \$77.00 \$78.00 \$79.00 \$80.00 \$81.00 \$82.00 \$83.00 \$84.00 \$85.00 \$86.00 \$87.00 \$88.00 \$89.00 \$90.00 \$91.00 \$92.00 \$93.00 \$94.00 \$95.00 \$96.00 \$97.00 \$98.00 \$99.00 \$100.00

This is one of the fastest sellers on the market. It's a diamond ring with a brilliant cut diamond set in a white gold band. Available in 14K and 18K gold. Price \$12.00 per piece.

This ring is fast moving. It's a diamond ring with a brilliant cut diamond set in a white gold band. Available in 14K and 18K gold. Price \$12.00 per piece.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St., Memphis, Tenn.



• NO SHOCK
• NO TRANSFORMER
• NO HOUSE CURRENT

No. 4822 "SCHILLING ELECTRIC TRAIN" Operates on 4 "flashlight" batteries, runs safely for hours. Can be set up in 1 1/2 minutes for use indoors, outdoors, in sunlight, dusk or night—no wiring, no switches, no plug-in, no fuses, no danger of short-circuiting, no sparks, no noise or smoke. Includes: 1 motor, 1 transformer, 1 battery set, 1 car, 1 engine, 1 tender, 2 cars, 4 wheels and 4 axles. Also includes 1 set of 4 wheels and 4 axles. It's safe and loaded with fun for youngsters and adults from 2 to 12. Great Christmas gift.

SAMPLE SET \$6.95 & DOZ. \$69.00 EACH.

SPORS CO., 12-48 Lamont, Le Center, Minn.

GIVE TO THE DAMON RYUNYON CANCER FUND

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5c a Word, Minimum \$1

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AGENT—FOR 1949 CARNIVAL, 20 YEARS
experience, 100% reliable. Write to
you and radio. Style art. Head Hotel
Columbia, Chicago, Ill. 60611

MAGICIANS

FEATHER MAJIC-MENTAL, ACT—ORIENTAL
presentation, history for act. Diverse on stage
entertainment. 100% reliable. 100% reliable.
HARRY KILIAN, DUTY: MENTALIST, HENRICH
entertainment, 100% reliable. 100% reliable.
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MISCELLANEOUS

COPYIST AVAILABLE FOR MAIL WORK—
100% reliable. 100% reliable. 100% reliable.
Piano Player, 2100 KENNEDY, 173 N. W.
Lafayette, La. 70001MECHANIC AND MUSICIAN—A ON RE-
pair on juke and phonos. 100% reliable.
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MUSICIANS

AVAILABLE IMMEDIATELY—THOMPSON,
any chair, rock, jazz, experience, ex-
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experience, 100% reliable. 100% reliable.
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experience, 100% reliable. 100% reliable.
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TRUMPET—UNION, ROYAL, N. J., 10 YEARS'
experience, 100% reliable. 100% reliable.VIRLINT—FRED LEAD, STING SECTION,
name, 100% reliable. 100% reliable.
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name, 100% reliable. 100% reliable.WINTERHILL AND HILLBILLY BOB SINGERS—
100% reliable. 100% reliable.
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100% reliable. 100% reliable.

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entertainment, 100% reliable. 100% reliable.
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entertainment, 100% reliable. 100% reliable.BALLOON DEMONSTRATIONS—PARACHUTE DEMON-
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MENTALIST-TRUMPET—FAST, WELL-ROU-
entertainment, 100% reliable. 100% reliable.ROCK AND ROLL—COMPLET—
entertainment, 100% reliable. 100% reliable.
ROCK AND ROLL—COMPLET—
entertainment, 100% reliable. 100% reliable.FOR YOUR CHRISTMAS PARTIES—THU-
entertainment, 100% reliable. 100% reliable.
FOR YOUR CHRISTMAS PARTIES—THU-
entertainment, 100% reliable. 100% reliable.

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RATE—12c a Word . . . Minimum \$2

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entertainment, 100% reliable. 100% reliable.
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entertainment, 100% reliable. 100% reliable.ACRIALISTS—MALE AND FEMALE FOR 1949
entertainment, 100% reliable. 100% reliable.
ACRIALISTS—MALE AND FEMALE FOR 1949
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COMBINE AND HILLBILLY BOB SINGERS—
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GIRL, TENSOR SAXOPHONE—MUST BE EX-
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entertainment, 100% reliable. 100% reliable.
LEAD TRUMPET INTERESTED IN DAY JOE
entertainment, 100% reliable. 100% reliable.MUSICAL—ALL INSTRUMENTS, 12 DANCE
entertainment, 100% reliable. 100% reliable.
MUSICAL—ALL INSTRUMENTS, 12 DANCE
entertainment, 100% reliable. 100% reliable.MUSICIANS WANTED—OPENINGS FOR REED
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MUSICIANS WANTED—OPENINGS FOR REED
entertainment, 100% reliable. 100% reliable.PIANO MAN FOR "COMMERCIAL HOTEL"
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PIANO MAN FOR "COMMERCIAL HOTEL"
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SHAG RUGS

\$1.00 ea.

(Packed 50 to Carton)

SAMPLES, \$1.00 EA.

Postpaid

Packed Assorted Colors: Blue, Wine,
Flamingo Red, Grey, Green, Dusty
Rose, Gold. Size 18"x30".

OTHER SIZES:

24"x36".....\$2.00 EA.

24"x48".....3.00 EA.

Add 50¢ each for extras above.
Add \$1.00 each for sample postpaid.Terms: 25% with order, balance C. O. D.,
F. O. B. Rome.

Beauti-Craft Chenilles, Inc.

Manufacturers

P. O. Box 951 Rome, Ga.

FLASH! NOW READY FOR

FAST DELIVERY—

THREE PIECE SETS

Each set contains—Ball Pen—Mechanical

Pencil—Regular Lever Type Pen, each

with Gold Plated Tips—Each set boxed

with \$2.50 Price Tag

Dozen Sets . . . \$10.80

Dozen Sets (in 12 doz. lots) . . \$9.60

25% Disp. With A.C. O. D. Orders.

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119 5th Avenue New York

COMPOSITION NUGGET

JEWELRY LOOKS LIKE

GOLD

WATCH CHAINS AND CHAINS

FOR CONTAINERS, SCRAP PINS,

UNMOUNTED NUGGETS, ETC.

WRITE: CATALO G

P. O. BOX 432

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COAT ROOM CHECKS—DOOR PRIZE TICKETS

Immediate Delivery—Low Prices

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BROOKLYN 16, N. Y.

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Money-Making
News for You!!

the EVERLAST de Luxe
PEN and PENCIL SET in 3 different styles

IN GROSS LOTS
60¢
IN LESS THAN GROSS LOTS

New Low Price

An exquisite pen and pencil set of the quality
you would expect to get in only the very
expensive name brands.

Style 120 B.P.S. consists of a precision ball
pen nicely boxed with a propol, respl, espi
mechanical pencil.

120 BPS 120 FPS

120 BPS Style 120 H.P.S. consists of a hooded pen
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Style 120 F.P.S. has the full fine pointed pen
instead of the small hooded point.

All articles of gleaming plastic in grey, blue,
maroon and jet black with smart gold-plated
trimmings.

Write for Our Illustrated Catalogue. 25% deposit must accompany order.

Since 1890 a Reliable Source for Writing Instruments

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RESULT SINGER PORTABLE ELECTRIC SEWING MA-
CHINE, with new electric motor, controls, electric wheel,
legger, crumpling, etc. All metal parts chrome plated and new principle point finish on the hand.
Machine has a perfect throat and is a very sewing in comfort.

O. R. New York. 25% With Order. Balance C. O. D.
Ideal for sewing out or resale because they'll stand up
and do the work. Prompt shipment.

MITCHIE GOLDMAN
1 BRICHTON 1ST ROAD BROOKLYN 24, NEW YORK

Barnard, proprietor of the Natural Foods Institute, Cleveland. Barnard in accepting the car told the audience that he claimed no special luck personally, but believed that his home address had much to do with it. He explained that the Cleveland Indians went to New York and took the American League pennant

for 1948 and then went on to win the World Series. He added that it would be his pleasure to drive the car back to the celebrated city of Cleveland. The winning ticket was amount four that Barnard purchased. Barnard is one of the oldest pitchmen on the road and a fellow who has done more than his share in elevating the pitch profession into a real business. He presented his new Prize to his son, Louie, former youthful pitch worker, and now a lieutenant commander in the navy.

SIGHTED WORKING . . .
The Pet Parade at Doherty, Ala., November 29 with balloons were Dan Stewart, Jim Brown and Lee Bradley. While in Doherty they were entertained by the Glenn brothers, who operate an oyster house and cafe.

REN AND MAC SARFATY . . .
and their wives are in Milwaukee, where the brothers are pitching candy at Charlie Fox's Empress Theater. Mac arrived in the Cream City from Imperial Exposition Shows, where he had three Girl Shows and a Posing Show.

If you apply the same principles and ethics in the pitch business as people in other lines do to bring success, you'll wind up on one of Pitchmen's successes.

WHILE BOB PETRIE . . .
was demonstrating his gadget layout at the Columbus, Ga., Fair recently, one of his customers was Mrs. Mike Benton, wife of the director of the Southeastern World's Fair, Atlanta. Accompanying the Bentons were Mr. and Mrs. Joe Redding. All three listened on Bob's pitch while Mrs. Benton was making her purchase.

SOL ADDIS . . .
was sold Eastern pitchwork, was the subject of an interesting yarn in the November 20 edition of *The New York World-Telegram*. Written by staff writer, Murray Robinson, one excerpt went like this: "Sol Addis, 33 years a high pitchman, today has scored the top triumph of a career which he began in London's Petticoat Lane. Building a pitch for his line of novelties in the lobby of a 14th Street drugstore, Addis mesmerized a passing truck driver right out of his seat and sold him two dozen ladies' pins at a buck a copy."

FRANCES FARR . . .
of Wildwood, N. J., worked horoscopes to excellent business at the recent Columbus, Ga., Fair.

RICHARD ARCADE . . .
blasts the following from Los Angeles: "Just returned here after a successful season as agent for the Freedman Contractors. Have contracted to open in W. T. Grant's downtown store for the winter. Many pitchmen in this sector are going into department stores here."

A. H. LEVINE . . .
agent from New Orleans that he's making plans to work Walter Elkan's Misk Anatomy, illusion pitch. He'd like to read paper here from either Elkan or Walter Chilo, health lecturers of note.

M. (WHITNEY) GORDON . . .
well known to pitchfolk and a West Coast novelty worker and manufacturer for many years, has come up with a number of new novelty and gift items which he says the boys and girls of the pitch are demonstrating to good results.

COLLEEN PIERCE . . .
has a Walsdorf clothes hanger demonstration going well in W. T. Grant's downtown Milwaukee store.


AMONG VISITORS . . .
at the varied pitch stands set up at the recent Food Show in the Milwaukee Auditorium were Jerry Reuscher, Eddie Halstead, Harold Johnny Volget, Flatford Clark of C. & H. Electric Company; Mr. and Mrs. Joe Shapiro, and Bud Henderson, concessionaire for State Fair Park.

RCA
Licensed
RADIO



NEW! 1948 MODEL.
An Ideal Premium Item. This MIGHTY MIDGET can match sales many times its size in Power, Tone Quality and Ground Performance. It is fully Guaranteed and operates on AC or DC. Free Sales Card with each 2 Radio. Cash Value . . . \$19.95
YOUR PROFIT . . . \$17.95
12 or more sold \$17.95 ea.
\$5.50 Sample

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NEW 1948 BINGO BLOWERS
IMMEDIATE DELIVERY



BINGO CARDS
3,000 to Set and other BINGO SUPPLIES
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SPECIAL DISCOUNTS TO JOHNSON.

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88 East 120th St., New York 3, N. Y.
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BROOCH PIN!
Cautious Mother of Pearl Shell! Non-Tarnishing Gold Beaded Pile Wire Attractively Colored

ARE ASSIGMENTS at \$27
For Machine, Silver, and Brass
With Many, Many, Many, Many
1/2 Doz. 1/2 Doz. 1/2 Doz. 1/2 Doz.

DE-LITE NOV. CORP.
232 Riverside Ave., Brooklyn 46, N. Y.

SALESBOR OPERATORS PREMIUM USERS

ANOTHER SCOOP COMBINATION END TABLE AND BRIDGE LAMP



Finished rich old Maple, complete with shade, socket and plug.
Size overall: 55 in. high; depth, 19 in.; width, 9 in. Packed 3 in carton, weight 25*. Priced low at \$9.98 ea. \$5.25 in lots of 25 or more.
25% deposit, balance C.O.D., F.O.B. Newport, N. H.
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An Excellent Pitchboard Item—Buy direct from mfr.

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#3075, height 10 1/4" \$3.00 Ea.
#3076, height 10 1/4" \$3.00 Ea.
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#3080, height 10 1/4" \$3.00 Ea.
#3081, height 10 1/4" \$3.00 Ea.
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#3096, height 10 1/4" \$3.00 Ea.
#3097, height 10 1/4" \$3.00 Ea.
#3098, height 10 1/4" \$3.00 Ea.
#3099, height 10 1/4" \$3.00 Ea.
#3100, height 10 1/4" \$3.00 Ea.

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"PIN-UP GIRL" attractively posed nude uncensored knee-length hair, 3 blades Milgrain with Key-chain, an sturdy full-sized 5 blades attractively carved. Sample Doors Amusement, \$7.80.

Also: PUGNATION A TOP A T O B
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KNIVES: SCOUTS, and 3, 2-bladed steel and Ivory Knives. Knives of Diamond Pattern Metal at Lowest Price Available.

SEND \$17.00 FOR OUR BIG BARGAIN KNIFE ASSORTMENT OF 21 STYLES!
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SANTA CLAUS BALLOONS
Santa, 11-round (red, blue, green), \$6.00 gross—\$87 for 10 units.

25% deposit, balance C.O.D.—FOR TERMS
WRIGHT MERCHANDISE
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GIVE TO THE RUNYON CANCER FUND

Communications to 155 No. Clark St., Chicago 1, Ill.

SHUFFLEBOARD ACTIVE IN U.S.

SF Locations Report Play, Interest Gain

Scoreboards, Leagues Help

SAN FRANCISCO, Nov. 27.—The shuffleboard business, which got its baptism of fire in major locations both here and in Los Angeles several months ago, now appears to be leveling off, according to a survey of conditions completed here this week. Greeted as a "soothing sirup" to ease the headaches of local distributors in early spring, the business has grown at an accelerated rate thru the introduction of better-type playfields, the adaptation to coin operation by completely and semi-automatic scoreboards and also increased public interest by formation of organized teams and leagues.

Most distributors estimate some 2,000 boards have been set up around the bay area, mostly tavern type spots. They claim that players have shown keen interest in the game, particularly in neighborhood areas. In some instances operator-interest in the shuffleboard has fallen off. For, alto visitors to showrooms are numerous, the operators are not buying in quantity, a condition which exists in most fields at this time. Distributors look for this situation to improve soon.

The operators of spots where the shuffleboard is popular (See SHUFFLEBOARD on page 95)

First Annual Roll Call

A census of any business is a difficult job to undertake—and a census of the coin machine industry is doubly difficult because the industry is composed of so many small companies which have no direct contact with each other. But with this issue, *The Billboard* kicks off its first annual coin machine roll call in the first comprehensive drive to reach and classify every member of the industry.

This week, and for the next 50 days, thousands of letters will be mailed to names on hundreds of lists furnished by the industry's leading manufacturers and distributors. The big job is to find out who is an "active" member of the coin machine industry and whether that member is an operator, distributor, manufacturer or in an allied business.

During the past three years, thousands of newcomers entered the coin machine business. Many made the grade and are now successfully engaged in operating, distributing or manufacturing. Many dropped out when the first bright promise lost some of its gloss and the business settled into a normal pattern that requires hard work and initiative.

The project, then, is to catalog the thousands who are active. You may receive many letters requesting that you enroll yourself as a member of the coin machine industry. Because the job of checking the scores of lists on hand would be so time-consuming, we are writing each name on each list. As an added inducement to co-operate in the roll call, readers are being offered a special subscription rate for *The Billboard*.

Do your part to make this census as complete as possible. Return the first letter you receive or fill out the handy coupon to be found elsewhere in this issue.

CM Tax Collections Decline in October

WASHINGTON, Nov. 27.—Coin machine tax collections in October were \$145,888 below those for October, 1947, Internal Revenue Bureau reported this week. Despite the decline, collections for the first quarter of the 1949 fiscal year were \$381,577

ahead of those for July-October, 1947.

October collections were \$616,523 as compared with \$785,211 for October of last year. Cumulative total for July-October was \$16,153,770 as compared with \$15,272,198 for the same period last year.

October collections from the cigarette levy were only \$109,674,341, a drop of \$6,855,027 from October, 1947. The cigar tax brought in \$4,292,053 as compared with \$4,988,921 for the previous October.

CMAA ON

Org Will Rep Al Operators In Washington

To Appoint Director

WASHINGTON, Nov. 27.—Hirsh De La Vez, president of the Coin Machine Operators' Association (CMAA), announced this week that CMAA will expand on a national basis to provide active representation for all classes of operators—juke, vendors, amusement games, scales, arcades, etc.

CMAA will establish national headquarters in Washington with permanent officers to man the organization. An executive director is to be chosen at a meeting to be held at the Hotel Sherman, Chicago, in connection with the Coin Machine Institute (CMI) convention January 17-19.

Organized in 1940, CMAA became active some months ago. At a meeting Monday (22), members decided to launch "the unprecedented expansion" of the La Vez said. Accordingly, the CMAA president, the group (See CMAA Expands on page 88)

Steel Supply Still Short; Up Output

CHICAGO, Nov. 27.—A "continued stringency in steel supply" for months to come was forecast this week by spokesmen for the steel industry, and also by the magazine *Steel*. In spite of record-breaking pace-time production, the steel supply-demand balance is still in deficit at any time during recent months, it was stated. Continuance of the tight steel supply situation will mean that contemplated production hikes by many coin machine manufacturers will be held to a lower level than recent news of steel output increases at first seemed to promise.

Steel spokesmen said that while reports of some slackening of manufacturing activities in certain fields indicate that more steel would be available for other producers, there actually has been no reflection of such a slackening off in steel demand.

During the week of November 14, steel production was 99 per cent of rated capacity, and some mills reported output of over 100 per cent normal output. However, fact remains that steel demand shows no signs of lessening, steel-hungry manufacturers continue to request "more" at a production-plus level.

AL BASIS

Stop Seizure Of Gum Mchs. In N. Orleans

Grant Op Injunction

NEW ORLEANS, Nov. 27.—A permanent injunction restraining the city's law enforcement officers from seizing or interfering with the machines owned by Lehman Jacobs was granted here Tuesday (23) by Judge Luther E. Hall. The police had maintained that the machines were table model bills.

According to Jacobs, the machines offer from 2 to 20 free plays and do not pay out any money. All the player gets is a ball of gum and the pleasure of playing off his free games.

Judge Hall had refused to grant a suspensive appeal October 29, when he granted a preliminary injunction against seizure or interference with the machines by the police or the district attorney's office.

Court attaches said the permanent injunction was granted to permit Jacobs early decision by the State Supreme Court.

Twin Cities Ops Now Okay Shuffleboards

Have Helped Music, Games

MINNEAPOLIS, Nov. 27.—Worry that the advent of shuffleboard would serve as a deterrent to juke box and pinball play has all but evaporated.

Operators who took on shuffleboards, albeit reluctantly "just to keep the locations out of the operating business," are singing high praise for the big boards.

"We find the new game is having a very good effect on juke box play," reported Archie LaBeau, of LaBeau Novelty Sales Company, distributor of Rock-Ola boards and phones.

LaBeau, in addition to jobbing the new games, operates a few, too, and reported that the juke box gross has been up in those locations.

"There is a growing tendency to have music playing while competing on the boards," Hy Greenstein, of Hy-G Music Company, Chicago Coin Company Shuffle-King distributor, explained.

And for Greenstein to make such an assertion is almost a complete turnaround, because he was one of the early few who opposed the new game. (See TWIN CITIES OPS on page 95)

Bacon Named To Key Post At Rock-Ola

Two Others Appointed

CHICAGO, Nov. 27.—Rock-Ola Manufacturing Corporation has appointed J. Raymond Bacon as assistant to the president and made two other key appointments. David C. Rockola, firm president, announced this week.

Bacon resigned November 5 as vice-president and general manager of O. D. Jennings & Company. He joined that organization in 1941 as assistant to President O. D. Jennings (The *Billboard* November 13). Previously he held executive and administrative posts with Montgomery Ward, Acme Rotary Brush Company and King Woodworking Company. A graduate of Northwestern University, Bacon is vice-president of the Chicago chapter of the Society for the Advancement of Management and a member of the judicial committee of the Illinois Manufacturers Association.

Other appointments made by Rock-Ola include Harold E. Peterson as general plant superintendent and Carl A. Carlson as general woodworking superintendent.

Peterson has been with Rock-Ola for five years, recently in a production management capacity. Before joining the firm he was plant superintendent at Victor Granite City, Ill. plant; chief of inspection at Wilson (See Bacon to Rock-Ola on page 95)

Court Rules Against Ops In Oklahoma

Pin Games Involved

OKLAHOMA CITY, Nov. 27.—The down-again, up-again pinball situation in the Sooner State took an unexpected turn here this week when, after a year of legal operation, the Criminal Court of Appeals upheld a conviction of an operator for operating a novelty game in Custer City. While the ruling does not mean that all games are now illegal (further action will undoubtedly be made) the case was considered a test for all operators in the State. Pin games had been banned in the State in 1939, but were returned last year as a result of new court tests.

Judge Dick Lee, who handed down the decision Wednesday (24) in the case of A. J. Pluckett, who operates in Blaine, Custer and Dewey counties, pointed out that it was illegal to operate pin games played only for amusement.

The decision caught the city clerk's office in the process of collecting half-year license fees from local operators. There are about 600 games in the city. The license fee is \$10 a year or \$6 each six months. It is an administrative whether a fee be refunded to operators who are paid up to June 30. Monthly income of machines in the city has been estimated at \$120,000.

"Under the Oklahoma law, amusement has been defined as a thing of value," his decision stated. "It is true that for each coin deposited in the machine the player receives the same number of balls, but there is not a uniform score received by each player. It is apparent the player receives some amusement for each coin deposited. Hence, the amount of amusement received is not uniform and always the same. It varies with the coin. He is not paid for amusement, that is receive a higher score, if the goddess of chance smiles upon him, and the balls which he propels strike the correct bumpers on the machine."

Lynco Launches Distribution of New Wurl-Ball

DETROIT, Nov. 27.—National distribution of Wurl-Ball, new streamlined bowling game, was launched this week by the Lynco Machine Company here. The firm has been working on the development of the game for several years, making a study of various machines on the market in the local territory where this type of game has long been the most familiar type of amusement game.

This is the first machine to be placed on the national market by Lynco, organized two years ago. It is at least one other product has been brought out for limited distribution. The Wurl-Ball is said to have features designed for the practical-minded operator, including such items as a detachable head, and various parts which can be easily reached for service without any major dismantling of the machine. It is an 11-foot, 8-inch model, and can be moved in either one or two pieces. The rings on the playing field are made of white rubber, and the shoe is adjustable. The number of the scoring according to the needs of the location.

Calendar for Coinmen

November 30—National Automatic Merchandising Association (NAMA), Region VII (Minnesota, North and South Dakota), Gen. George E. Leach, chairman, Esslinger's Cafe, Minneapolis.

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 13-15—Coin Machine Institute, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

Form New Operators' Assn. For West Virginia Coinmen

BLUEFIELD, W. Va., Nov. 27.—Formation of a new State-wide operators' association was announced here this week, with membership open to operators of vending, music and game equipment. Called West Virginia Coin Machine Association (WVCOA) the organization held its first meeting November 16, when officers were elected and by-laws prepared.

Col. W. H. Ballard was elected president, with Max Carpenter vice-president and J. S. Massey secretary-treasurer. Board of directors will be elected at the group's next meeting December 11. Charter members of the new organization number 13, including the officers.

Colonel Ballard, who is also head of the local Moose lodge and an attorney, stated that the association meetings will be held on a weekly or a bi-weekly basis until membership is substantially increased, at which time regular monthly meetings will be scheduled. With State-wide representation, the association headquarters will be moved to Charleston, the State capital.

Proposes Tax For LA County Shuffleboards

LOS ANGELES, Nov. 27.—An annual license fee of \$24 on each shuffleboard will be recommended to the board of supervisors this week by Wayne R. Allen, Los Angeles county manager, it was announced here.

Allen stated that the revenue would be used to cover the cost of inspection of the 1,000 to 1,500 county-owned, now housing shuffleboards. He explained that the sheriff's office has reported that the recommended license fee would help to insure adequate police protection for the growing number of shuffleboard spots, mostly clubs, cafes, taverns and cocktail lounges.

Shuffleboards have been getting heavy play here since the early part of the year when they were first introduced in quantity to typical coin machine locations.

Reco Gets Plant For Sub-Assemblies

NEW YORK, Nov. 27.—Reco Corporation, organized recently to do subcontracting electrical work for coin machines and other manufacturers, has taken over a building at 4508 White Plains Road, M. J. Simons, president, reported this week. The firm specializes in the assembly of resistor board assemblies, switch cables and other sub-assemblies.

Ballard told The Billboard that the primary purpose of the new group is promotion of fair-trade practices, with meetings of operators expected in the outline of the State and improvement in operating procedures, etc.

Official emblem of the group is a circular, sunburst label which is affixed to members' equipment. Blue and gold (State colors), it carries the outline of the State and the legend: "Member of the West Virginia Coin Machine Operators' Association."

Nat'l Rejectors Service Comp'y In New Office

NEW YORK, Nov. 27.—The National Rejectors Service Company of New York completed its move to new headquarters at 446 West 50th Street this Monday (22) and at the same time announced added service facilities for customers in the East.

The move to the new location has afforded the company approximately six times as much floor space for offices, stock rooms and workshop as previously, declared Charles Lipton, top executive. The former location was at 447 West 50th Street.

Larger stock rooms will accommodate a complete inventory of spare parts as well as new components, said Lipton. And full facilities are on hand for doing conversions and repair work.

The firm sends representatives out in the field to give on-the-spot instruction, operators and servicemen using National rejector equipment. These reps are available on call to handle any special equipment problems, according to Lipton. Territory served by the company covers 13 Eastern States from Maine to Virginia.

N. Y. State Ops To Elect Execs

SYRACUSE, Nov. 27.—Permanent officers of the New York State Coin Machine Dealers' Association are to be elected at the next meeting of the group, scheduled for the Syracuse Hotel, Thursday, December 3. Hanna, temporary chairman, announced this week.

Organized last month (The Billboard, November 6), the group set as one of its main goals the redrawing of Section 882 of the State's penal code, which makes the crime of operating a coin machine without a license has been interpreted as banning operation of novelty games in the State.

COIN BIZ LOOKING UP Pinball, Juke Box Income at Pre-War Level

Costs Still Increase

DES MOINES, Ia., Nov. 27.—Iowa farmers brought in a record corn crop which means good business this winter at least. Iowa business depends upon Iowa crops and so Iowa coin machine operators watch the corn crop like everyone else.

Business has not been too good this summer, but it has leveled off and now is beginning to pick up again. This goes for both the juke box and pinball operators.

Iowa coin machine operators place business receipts at near pre-war level, according to a survey taken at a meeting of the Iowa Automatic Music Operators' Association (IAMOA). The trouble is that costs have increased while receipts fell off. Now, the operators are hoping costs will drop, while revenue goes up again.

This is the first of a series of spot surveys of the coin machine industry as it looked in the waning weeks of 1948, the situation as it was during the current year, and the outlook for the immediate future. Surveys of other areas will follow in succeeding issues of The Billboard.

Juke box receipts are about the same throughout State, with rural spots reporting that business was bad this summer while the farmers were working and city spots were off because of the high cost of living. But the leveling off appears to have taken place; the farmers have most of their crop in and the city folks are now spending more money.

Pinball Pals Spotty
Pinball conditions are more spotty, with some operators reporting business good and others just fair. Vending business in Iowa has always been lachadarnous and as one operator said "It's just like the bells, they come and go." There was a new start in vending machine operators in the State and juke and pinball operators stay away from vendors.

Joe Miller, of Cedar Rapids, president of IAMOA, described business as good but lamented the high cost of operations. He pointed out that it used to cost only 45 cents to ship 25 records from Des Moines to Cedar Rapids by express whereas it now costs \$1.49.

Costs Up
"Everything is like that," he declared. "Receipts are about even but it costs a lot more to operate."

Dave Johnson and Harold Birney, Sioux City operators, reported juke box business as beginning to pick up again, but pinballs are slow in coming back.

Jack Jefferies, of Osceola, who operates a rural route, reported farmers once again turning their coin money into the juke box machines and business conditions are slightly better.

Don Hall and Charles Vestrum, both of Spencer, reported the latter part of the summer as off this summer but (See IOWA CM BIZ on page 88)

Stoner Unveils New Coin Unit

Seen as Aid To Vending Dime Items

Doubles Selectivity

AURORA, Ill., Nov. 27.—Increased selectivity and flexibility to allow candy operators to handle dime merchandise are the twin ideas behind a dual coin and change-maker announced this week as optional equipment on the Stoner Manufacturing Corporation's Univerdor line.

Bip Glassgold, Stoner's sales manager, said the new unit was designed after a survey of merchandising and pricing problems indicated a need for a machine which would offer customers both a two-coin choice and a selection of nickel and dime merchandise, which can be purchased thru a single coin.

Developed as an accessory unit, the mechanism accepts nickels and/or dimes for 10-cent items. It vends nickel items from the same selective machine, returning a nickel change when a dime is deposited for a 5-cent item.

Glassgold said he expects the unit will boost the impulse sales of dime merchandise as well as increase the sale of nickel items. Combining the sales-stimulus of a coin changer with a dual price selection on a multiple-item merchandiser will, Stoner declares, enable operators to increase over-all sales volume.

Beginning with December deliveries, Stoner will ask for the selectivity whether or not they desire the multiple coin unit.

A price for the unit has not yet been set. (See STONER UNIT on page 88)

Announce New Coin Changer For C-8 Mach.

NEW YORK, Nov. 27.—A new changer, specially designed for use with the C-Eight electro cigarette vander, will be available to operators in 30 to 60 days, Lew Jaffa, vice-president and sales manager of Eastern Electric Vending Machine Corporation, announced this week.

The new changer, which will list at \$10, may easily be installed in all existing models of the C-Eight machine, according to Jaffa. This is in line with the company policy of limiting all equipment modifications to types which will not make previously delivered units obsolete. A screw-driver is the only tool needed for the conversion, he said.

Future production models of the electro will include the changer as optional equipment.

Pooch Parker

GLENDALF, Ariz., Nov. 27.—New use for parking meters was discovered here last week when a local youth tied his dog to one of the units and put in a coin. "It just didn't want to break the law," he said when questioned. Motorists, however, didn't look too kindly on use of the meters as pooch parkers.

Now Comes Milady's Corsage Direct From a Coin Machine

OAKLAND, Calif., Nov. 27.—If you happen to be in Oakland next week and happen to go out to the airport, don't be alarmed if the new all-black vander at the airport smells suspiciously like gardenias or carnations. Your sense of smell won't have gone whacky because you will be looking at the first corsage vander, developed by Frosted Food-o-Mat, Inc., Oakland.

J. L. Harris, sales manager for Frosted, told The Billboard that the test model of his company's corsage vander would be ready to go out on location sometime next week. The vander sells packaged corsages—four different varieties—for 50 cents.

Frosted Food-o-Mat also has a six-flavor ice cream vander which, the manufacturer says, is flexible enough to handle any ice cream package from a cup or a bar to a pint. Equipped, as is the corsage machine, with a National coin mechanism and coin changer, the unit can be set at any price up to \$1 and will return change.

Tooling for this six-flavor ice cream vander (described in detail in

The Billboard, May 1) is nearly complete, Harris said next week and the firm expects to get into production shortly. The machine, with a list price of \$695, will be sold both to independent operators, thru distributors, and to ice cream companies.

Meantime, Frosted is certain that its corsage unit will prove to be the touch that's needed in flower merchandising. Working with a California nursery, Frosted has developed a special package for the corsages, intending eventually to market the machines to wholesale florists for installation in such transit locations as airports and bus and rail terminals.

The corsage machine will sell for approximately \$500, is 32 inches wide, 67 inches high and 28 inches deep. It has a capacity of 84 boxed corsages—21 in each of four vending columns.

Finished in black for contrast, the vander displays the corsages behind glass panels which are lighted by fluorescent tubes. Flowers are kept under 45-50 degree refrigeration.

At the outset, Frosted intends to (See Milady's Corsage on page 88)

Electronic Devices Tests 2 Machines; Distributors Recordio

CHICAGO, Nov. 27.—Electronic Devices, Inc., here, manufacturers of coin-operated telescopes and "listening post" for sightseers and tourists, has been appointed distributor for Wilcox-Gay Corporation's Recordio. Firm will operate in Illinois and Northern Indiana. It is the seventh new distributor announced by Wilcox-Gay during the past month in firm's expansion program designed to obtain national coverage.

A. A. Stiger, president of Electronic Devices, reported that his company, which introduced its dime-operated telescope, Terrestrialscope, during the Railroad Fair here this summer, is also preparing to produce

a device, called Listening Post, for airport installation. Latter, also dime-operated, permits the airport visitor to "listen in" on conversation and instruction between the airport's control tower operator and the pilot.

The Listening Post has been installed at Chicago and New York airports, and is due for permanent installation next spring at airports in Los Angeles, Washington, Cleveland and Springfield, Ill., Stiger said. Unit, however, will be operated by Electronic Devices, and not sold to airports or operators.

Firm's telescope will be offered for outright sale thru regional distributors in the near future.

New Stewart Juice Vender To Be Leased To Operators

GREENWICH, Conn., Nov. 27.—A coin-operated canned juice vender that will be leased to operators rather than sold outright is to be introduced by Stewart Products Corporation soon. It was learned here this week. The machine may be unveiled at the National Automatic Merchandising Association (NAMA) show next month, according to Charles M. Donnelly, vice-president and sales manager.

With a capacity of 500 six-ounce cans, plus an additional 50 in pre-cool, the vender is comparable in size to a cigarette machine. It is manually operated. The customers open the cans by stepping on a foot pedal. Stiger is providing for a three-year automatic with delivery of each purchase.

The machines will be offered to franchise operators on a three-year lease basis. According to the rental plan now being set up, a fee of 50 cents daily per machine will be

charged. Florida packing interests are involved in promotion of the vender.

The vendors will carry chargers, produced by Stewart, which can be adjusted for sale at any price from 1 to 25 cents.

Walkin' Shoes

CHICAGO, Nov. 27.—When you've concluded your round of exhibit visits at the 1948 NAMA convention, to be held December 12-15 at the Palmer House here, you will have walked almost half a mile.

George M. Seedman, general chairman, stated, "We know the 1948 show will be bigger and better than last year." . . . the aisles in the two-floor show measure 2,260 feet, just 480 feet short of half a mile.

Hires Offers 8-Oz. Bottle For Venders

Bottlers Operate Machines

PHILADELPHIA, Nov. 27.—The Charles E. Hires Company has announced that a new nickel eight-ounce bottle, market tested thru concessionaires since last spring, is being sold thru venders operated by its own plants and franchised bottlers. J. W. Riley, general manager of firm's franchise division, stated this week that vending operations, initiated within the last month, are now being undertaken by 50 per cent of Hires' bottlers. The move marks the second such by a large bottle producer this year. Pepsi-Cola introduced a vend-size, eight-ounce bottle last July.

The new size bottle, unlike firm's 12 and 26-ounce bottles, is available for vender and concessionaire sale only, and will not be sold thru retail outlets. Riley said that the 25 Hires owned plants were among the first to place venders, with more requests for permission to operate the units coming daily from the remaining 50 per cent of the franchised firms.

Single Flavor

Bottlers carrying the Hires drink only are using single flavor machines, manufactured by Hires and Steel Products, Chicago Heights, Ill., while bottlers handling other brands in conjunction with the Hires product are operating two flavor machines run by General Vending Machine Corporation, Chicago, and American Vendors, Inc., Los Angeles.

First reports from bottlers operating under the new vender set-up have been encouraging, and it is expected that a nationwide vending program will be in effect within the early months of next year. Riley declared that while automatic merchandising was a new field for the parent firm, it was felt that as a plus-sales and over-all sales stimulant medium it would be a highly successful undertaking.

Hires has planned to include a bottle and cup vender in its display at the NAMA exhibit in Chicago December 12-15, in keeping with its new role in the drink vender field.

NAMA To Open Registration Booths Early

CHICAGO, Nov. 27.—C. S. Darling, executive director of NAMA, announced this week that early arrivals for the 1948 convention and exhibit at the Palmer House here, December 12-15, will be spared a wait in line order to exhibit registration. Registration desks on the fourth floor corridor will be open Saturday evening, December 11, from 7 to 10 p.m. Darling stated that advance registrations for the 1948 meet indicate an even greater attendance than the 1947 total of 4,000. The large number plans to arrive the day before the exhibit opens resulted in the registration facilities being opened on Saturday night.

Few Candy Firms Changing Pricing Methods, Says NCA

CHICAGO, Nov. 27.—Few candy manufacturers have changed their methods of pricing as a result of the Supreme Court's cement case decision involving basing point pricing, but candy manufacturers would be adversely affected if that decision means eventual discontinuance of freight absorption. Philip P. Gott, president of National Confectioners' Association (NCA), made those statements here Monday (22) following a survey conducted among candy manufacturers.

NCA made a national survey

of the candy manufacturing industry as a result of a general request made by the Capehart committee urging businesses, thru trade associations, to submit data on their industry's freight policies. The candy association commented this week that bar candy, five and dime specialty, package and penny goods are usually sold on a freight absorption basis, but bulk goods is predominantly f.o.b. plant.

Majority Opposed

Majority of the candymakers, the NCA survey disclosed, are opposed to any legislation which would require that all sales be made on an f.o.b.-plant basis. Majority of the candy manufacturers do favor legislation which would not: (1) Prohibit sales at uniform delivered prices; (2) prohibit sales at delivered prices in which the seller absorbs part of the freight cost.

Queried on their pricing systems, 134 manufacturers participated in the survey and, of the 128 firms said they had made no change in their pricing arrangements following the cement case (basing point) decision. The candymakers were almost evenly divided between one group, which believes elimination of freight absorption would affect their business adversely, and another group which felt either that elimination of this practice would be beneficial or that they were uncertain what the effects would be.

Hardships Cited

Sixty-four firms were certain eliminating freight absorption would work a hardship on their companies; 21 companies look on elimination of freight absorption as a favorable move, and 41 have not yet made up their minds.

Candymakers were more divided on the question of plant location than freight absorption be discontinued. Of the 134, 74 believe such action would call for changing the location of their plants; 38 companies disagreed and 10 were undecided.

Commenting on this phase of the basing point decision, NCA noted that candy manufacturers tend to gravitate to certain specific areas. "For example," the association said, "the North Central area represented the center of the bar goods business with 62.2 per cent of the bar manufacturing volume in that area, while in the Northeast territory is the center of the packaged goods houses with 74 per cent of the houses represented."

In conclusion, NCA reported that candy manufacturers generally believe a return to f.o.b. plant pricing would decrease competition in the candy industry.

PRE-CONVENTION SPECIAL

For the First Time in Our History We Are Offering Fully
Reconditioned and Newly Repainted

ROWE CIGARETTE MACHINES

AT NEW LOW PRICES

Set for 20c or 25c operation

10 Column	CRUSADER	\$165.00
8 Column	CRUSADER	150.00
10 Column	PRESIDENT	140.00
8 Column	PRESIDENT	130.00
10 Column	ROYAL (shift column)	95.00
8 Column	ROYAL (shift column)	90.00
10 Column	ROYAL (no shift column)	80.00
8 Column	ROYAL (no shift column)	70.00
6 Column	ROYAL (shift column)	60.00
6 Column	ROYAL (no shift column)	65.00
6 Column	IMPERIAL	55.00
6 Column	IMPERIAL	55.00

SILVER QUARTER SLUG EJECTOR ASSEMBLY
ON ANY MODEL \$10.00 ADDITIONAL

GUARANTEE: { Defective parts—30 days
Workmanship—90 days

ALLEGHENY CIGARETTE SERVICE CO.

1123 PENN. AVE., WILKINSBURG, PITTSBURGH 21, PA.

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GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION

MADE CALIBRATED

HEAVY SHEET METAL

TIR ROOP

DIAL IN GLASS COVERED

FACTS

WITH IN USE

Building, Road, Work-

ing, etc.

Scale is simple and

easy to use.

There is a multitude of

construction men durable

than is generally found in

scales. Finish is black

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\$18.50

ORDER TODAY

1/2 Doz. Set. G. O. D. F. O. R. E. V.

DISTRIBUTORS, WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending

Machines

1647 Kafford Ave., Brooklyn 25, N. Y.

**VICTOR'S
MODEL V**

The Operator's Choice
for all vending
needs. All
vending needs.
Chama, Penna.
and all other
vending needs.
Re-representative
Write us now for
detailed information
and prices.

A Product of
**VICTOR
VENDING CORP.**
8201-15 Grand Ave.
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ALL VICTOR MACHINES

Recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 10 weekly payments

WRITE FOR DETAILS

RAM-BLO BUBBLE BALL GUN

Packed in 10, 100, 500, 1000

Less than 100 lbs. \$15

100 lbs. and over \$20

1000 lbs. and over \$25

Freight paid on 100 lbs. and over

FULL CASH WITH ORDER

ROY TORR LANSOWNE, PENNA.

5c GUM

5c HARD CANDY

AND

MINT VENDORS

for Chama, Lifesavers,

Gum and similar sized products.

WRITE FOR CATALOG!

ALUKO & CO.

400 Chama Ave., New York 24, N. Y.

Telephone 9-7797

Mechanical Manufacturing

Laboratory

IN STOCK!

6 Lb. Globe

Less than \$25.11.00

100 or more 100.75

1000 or more 105.00

40 MODEL

QUALITY AT A PRICE

Write for prices on

Model 33, 39 and

Deluxe Vendors

EMPIRE COIN MACHINE

EXCHANGE

1012 MILLWAUKEE AVE. CHICAGO 22

WANTED

COIN MACHINE SALESMAN

If you had experience in selling Vending

Machines, please write to us. We have

to offer. Full salary, full commission, Write, giving

full details.

JACK NELSON & CO.

3320 Milwaukee Ave., Chicago 47, Ill.

**SHIPMAN
DUPLIX POSTAGE
MACHINE**

WRITE FOR CATALOG ON BULK
VENDORS, GAMES, ETC.

NEW
1949
IMPS

Boat's 16 or
24 Postage
value of Fruit
Basket

\$12.50

**MILLS
VEST POCKET
BELL**

Press Out
Automatically

\$62.50 Ea.
USED \$47.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

DISTRIBUTORS AND SALESMAN
WANTED—WRITE FOR SPECIAL DEAL

1/3 DEPOSIT ON ALL ORDERS

**PARKWAY
MACHINE CORPORATION**

623 W. NORTH AVE., 357 P. O. BOX 1 MADISON 1647 • BALTIMORE, 17, MD. 11

**NEW POLICY!! "LIKE NEW"
COMPLETELY RECONDITIONED
SHUFFLEBOARDS**

NATIONALS, AMERICANS AND OTHER FAMOUS BRANDS—14 TO 20 FEET

Playing tops resurfaced and French polished. Frames
polished and reupholstered. Haviest or precision steel
weights.

\$299.50
terms

Excellent Shuffleboards with new set weights, tops and frames reconditioned wherever es-
sential, still available at only \$249.50 F.O.B. N.Y.C. 1/3 deposit with order, bal. C.O.D.
Crating extra.

U. S. SHUFFLEBOARD EXCHANGE

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VANDERBILT 6-9972



**VICTOR'S
SENSATIONAL
CUSTOM-BUILT
DE LUXE UNIVERSAL**
1c or 5c Play

Featuring Greater Capacity, Vends a combination of ball game and theme . . . and all built merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR
OR WRITE DIRECT TO

VICTOR VENDING CORP.
6701-16 W. Grand Ave. Chicago 55, Ill.

Gov't To Continue Probe Of Basing-Point Prices

WASHINGTON, Nov. 27.—Sen. Edwin C. Johnson (D., Colo.), who will become chairman of the Senate Interstate and Foreign Commerce Committee when the 81st Congress convenes, is planning to keep intact the program of investigation launched by the subcommittee on trade policies. The latter committee is pushing an investigation into basing-point price systems

and is particularly interested in the effects of governmental regulation and policies on private industry.

The subcommittee on trade policies is now headed by Sen. Homer E. Capehart (R., Ind.), who will be supplanted in the committee chairmanship by Senator Johnson himself when the Democrats take over control of the next Congress. It is anticipated that Senator Johnson will continue the policy already created for the subcommittee by Capehart. The subcommittee has been outspokenly critical of Federal Trade Commission regulations governing basing-point price systems. The subcommittee will wind up the current phase of its hearings on the issue November 3.

The subcommittee's advisory council, comprised of representatives of industry and government, will stage a two-day meeting here December 16 and 17. The advisory council is expected to study at that time a preliminary report on evidence submitted at the first hearings on the basing-point price issue, and make recommendations on a course of future action. It is seen likely that further hearings will be held.

Delay Contracts For N. Y. Subway Cup Vender Deal

NEW YORK, Nov. 27.—Contracts for long-term operation of cup vendors in stations of the New York subway system will not be let until January 30, at the earliest, it was disclosed by the board of transportation this week.

More than 100 vendors have been placed in the stations during the past summer under terms of an experimental program supervised by the board. The test period was to have ended November 30, but it was indicated at the board that requirements for the long-term contracts have not yet been completely worked out.

It is also known that operators participating in the program urged extension of the test beyond November 30, so that earnings of the machines in cold weather can provide a guide for bidding. During the summer the vendors grossed more than an average of \$700 each per month (The Billboard, November 6).

H. Forester Leaves Johnson Fare Box

CHICAGO, Nov. 27.—H. E. (Tom) Forester, sales manager of Johnson Fare Box Company's vending division, resigned his post Tuesday (23), it was announced this week.

Forester has purchased a cocktail lounge on the city's North Side which he will open next week.

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! It contains the many new features, known as the "V-K" system, for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
6701-16 Grand Ave.
Chicago 55



Manufacturer of
**HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE**

SOLICITS INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.



The New REGAL

Vender is a ROCKET

To Build — Vends Gum, Candy, etc.

1c Ball Gum — Vends 100-150 Cents.

PLASTIC GLOBE

Extensive improvement

new "Rocket" is Big

Product container. Vends

1c Ball Gum — Vends 100-150 Cents.

Super-Saleman and

Big Money Maker. Write

for special price and get

FREE CONFIDENTIAL

OFFER which

will increase your

profits.

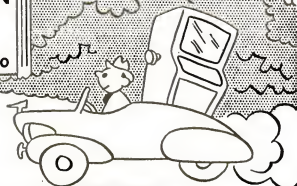
REGAL MFG. CO.

Whitewater, Wis.

N. A. M. A. 1948 CONVENTION AND EXHIBIT DECEMBER 12-15 PALMER HOUSE, CHICAGO

EVERYBODY'S COMING!

FOUR GREAT DAYS OF BUSINESS AND
ENTERTAINMENT . . . HALF A MILE OF
EXHIBITS . . . SPECIAL PROGRAM FOR
WOMEN GUESTS



Come . . . see what's new in vending machines, products and services.
Attend the business sessions and learn how other successful
vending men are becoming "more successful."

NATIONAL AUTOMATIC MERCHANDISING ASSN.

Pistachios

FOR GREATER PROFITS IN
VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"
PERFECT!

No outer skin, no
Members. The Sweet and Fastest
Selling Grade of Pistachios.
packed in 5 lb.
cellulose-lined bags
at 12 1/2-lb. bags to a carton

"WHITE BUDS" — with the
pure, thin, white salt coating.
"ROSE BUDS" — with the
pink, certified, attractive and color
DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN
ALL TERRITORIES
WRITE US TODAY

ZALOOM'S
PISTACHIO
BUDDS

JOS. A. ZALOOM & CO.

America's Leading Masters in Roasting and
Selling of Pistachio Nuts
8 JAY ST. NEW YORK 13, N. Y.



**Victor's Sensational
New Custom-
Built
UNIVERSAL**
Successful Operators Buy
From Manufacturers
Wholesale and Retail
Selling
Write for Complete
Details and Prices
Manufactured by
**VICTOR
VENDING CORP.**
875-12
W. Grand Ave.
Chicago 28, Ill.

WRITE FOR PRICES
Monsters and Demon Nuts of all types and Carved
Nuts. Confectionery Items
SPECIALISTS TO THE VENDING TRADE
Sam Philippo and Company
Nut and Confectionery Specialists
87-68 77th St., Jackson Heights, L. I. N. Y.
Telephone: MICKEY 6-8432

Highway Steel Offers Vender To Indie Ops

CHICAGO HEIGHTS, Ill., Nov. 27.—Highway Steel Products here reported this week that in addition to supplying its single flavor bottle vender to 7-Up and Hires company bottlers, the machine would also be made available to independent operators. T. J. Smith, sales manager, declared that current production of 20-25 units a day could be upped to a maximum of 100 a day if the steel supply permitted.

The unit, called Highway Bottle Vender, has a 98-bottle capacity when six-ounce size is used, 72 in vending compartment and 26 in pre-cool.

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!

Non-toxic, Sanitary and Harmless
Luminous Glow Charms, Series #1 \$4.95
Luminous Glow Charms, Series #2 4.95
Luminous Glow Skulls 2.95
Luminous Glow Rings 2.95

METAL PLATED CHARMS

In bright gold and silver finish
Metal Plated Charms, Series #1 \$4.95
Metal Plated Charms, Series #2 4.95
Metal Plated Skulls 2.95
Metal Plated Rings 2.95
Metal Plated Skulls with Bismuth 10.00
Metal Plated Skulls with Bismuth 10.00
Metal Plated Skulls, 20 Styles 15.00
Metal Plated Skulls, 20 Styles 15.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
1100-1010 Ave.
RICHMOND HILLS, 16, L. I. N. Y.



**VICTOR'S
CUSTOM BUILT
UNIVERSAL**
\$13.95 EA.
In Lots of 24
\$13.95 EA.

**BEST FOR CHARMS
& BALL GUM**

Write for new circular
list of the items.
JACK NELSON & CO.
2320-22 Milwaukee Ave.
Chicago 42, Ill.

No other Ball Gum Vendor like it!

Operator usually Nets

UP TO 75c out of Every \$1
the 'Hunter' takes in!



Time to start
Cashing in!

Ask any operator who has a "Hunter" working for him. He'll tell you this new Ball Gum Vendor is the biggest, surest, steadiest money maker of them all.

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many dollars ... when they're playing a game of skill ... which the "Hunter" is.

So a net of 75c out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$450.00 F.O.B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

Write today for facts . . . FREE

The "Hunter"
... a "Gold Mine" for
Taverns, Bars, Grills,
Bacheling Alleys, Pool and
Billiard Parlors ...
wherever folks gather
for recreation

SILVER KING CORP.

622 Diversey Plw.,
Chicago 14, Illinois

ATTENTION—25c & 30c CONVERSIONS
Some conversions. Guaranteed Parts.
Silver Quarters or combination Nickel-
Expert Workmanship. \$4.50 per
Quarter conversion.
**ALSO 30c CONVERSIONS FOR ALL
MODELS**

CIGARETTE MACHINES
Lekah PX, 10 Cts. \$160.00
New National Electric, 10 Cts. 275.00
New ROWE Cigarette, 10 and 10 Cts. 165.00
New Unimex, 8 Cts. 150.00
New President, 10 Cts. 150.00
New Royal, 8 Cts. 150.00
New Imperial, 8 Cts. 150.00
New Model A, 8 Cts. 150.00
New Model B, 8 Cts. 150.00
New Model C, 8 Cts. 150.00
New Model D, 8 Cts. 150.00
New Model E, 8 Cts. 150.00
New Model F, 8 Cts. 150.00
New Model G, 8 Cts. 150.00
New Model H, 8 Cts. 150.00
New Model I, 8 Cts. 150.00
New Model J, 8 Cts. 150.00
New Model K, 8 Cts. 150.00
New Model L, 8 Cts. 150.00
New Model M, 8 Cts. 150.00
New Model N, 8 Cts. 150.00
New Model O, 8 Cts. 150.00
New Model P, 8 Cts. 150.00
New Model Q, 8 Cts. 150.00
New Model R, 8 Cts. 150.00
New Model S, 8 Cts. 150.00
New Model T, 8 Cts. 150.00
New Model U, 8 Cts. 150.00
New Model V, 8 Cts. 150.00
New Model W, 8 Cts. 150.00
New Model X, 8 Cts. 150.00
New Model Y, 8 Cts. 150.00
New Model Z, 8 Cts. 150.00

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

CANDY MACHINES
Skat Time \$100.00
National 9-1E 150.00
Unimex 150.00
U-Sweet-It 150.00
Advance Candy Machine 150.00
5c & 10c VENDOR 17.85

**SPECIAL \$100.00
Unimex Model 500
9 Columns, 350 Pack
Capacity.**

SPECIAL \$65.00
Skat Time
Omlet Candy-
men, 72 B's
Capacity with
enclosed base

CANDY MACHINES
National 9-1E \$100.00
Unimex 150.00
U-Sweet-It 150.00
Advance Candy Machine 150.00
5c & 10c VENDOR 17.85

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDER—BALANCE C. O. D.
Facts and Merits available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY
UNEEA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

FOR SALE Drink Vending Machines, THIRST QUENCHER

300-Cup capacity, reconditioned, ready for installation. Write:
SYRACUSE BEVERAGE VENDING CO.
611 S. BECH ST., SYRACUSE 10, N. Y.



**LEON "HI-HO" SILVER'S SELECT
CALIFORNIA
VENDEES
ALMONDS**
Packed in 5-lb. aluminum bins, 6 time to shipping case.
Packed under his direction at the "Almond Bowl" of
America. See Sales Map, LEON "HI-HO" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.



**INSURE YOUR INCOME WITH
ALKALINE 5c VENDORS**
for Gum, Candy, etc.
COLUMBUS—Bulk Vendors—BIMOR and TRIMOR
Write for literature and prices.
LAVOIE & HILLMAN, INC.
Member of C.A.M.
Established 1922
8 E. MAIN ST. FALL RIVER, MASS.

**CIGARETTE MACHINES
WITH SILVER QUARTER OPERATION**

UNEDAPAK Model 800—8 cts., 180 pack capacity	\$108.00
UNEDAPAK Model 800—10 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—12 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—14 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—16 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—18 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—20 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—22 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—24 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—26 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—28 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—30 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—32 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—34 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—36 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—38 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—40 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—42 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—44 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—46 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—48 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—50 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—52 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—54 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—56 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—58 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—60 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—62 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—64 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—66 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—68 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—70 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—72 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—74 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—76 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—78 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—80 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—82 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—84 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—86 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—88 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—90 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—92 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—94 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—96 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—98 cts., 180 pack capacity	85.00
UNEDAPAK Model 800—100 cts., 180 pack capacity	85.00

Turns 1/3 Deposit With Order—Balance C.O.D.—F.O.B. Phila.
SILVER QUARTER CONVERSION UNITS FOR ALL MODELS
Available For IMMEDIATE SHIPMENT
Evergreen 6-4244 Specializing in CIGARETTE MACHINES
CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish Street • Philadelphia 4, Penna.

There's No Cause for Alarm, Report Juke Makers

See Leveling-Off Period

CHICAGO, Nov. 27.—(With the big summer slump (over wartime grosses) behind them, and with increasing incomes beginning to even off at a pre-war level, veterans of the coin-operated phonograph business are more optimistic at this time than they have been during the entire year. Convinced that the business is basically sound, and that by using sound operating principles an operator can conduct a route at a profit, many manufacturers and their distributors are now looking forward to the coming year as a comeback period when the final leveling off will take place.

In the report issued several weeks ago by R. C. Roling, president of the Rudolph Wurlitzer Company (*The Billboard*, November 20), Roling stated that while the firm had noted a sharp decrease in its sales during the first six months of the current fiscal year, it was expected that the last half would show a profit. Roling further stated that sales of the Wurlitzer phonographs had been cut, and that the North Tonawanda, N. Y., factory, closed since spring as far as music machine production was concerned, would reopen shortly.

On the manufacturing level, there are further indications that the planners are looking forward to the new year with optimism. Seaburg will (See *There's No Biz on opp. page*)

New Mexico Music Operators Organize State-Wide Assn.

ALBUQUERQUE, N. M., Nov. 27.—Formation of the New Mexico Music Operators' Association (NMMOA), and the election of officers and a board of directors, were effected here at a two-day meeting which opened Monday (26). In attendance at a meeting as featured speaker, and to aid in the formation of the new group, was George A. Miller, president and business manager of the California Music Operators' Association, and president of the Music Operators' Association.

Jerry Greiner, Belen, was unanimously elected president of the new group by the 24 operators in attendance. W. L. Orr, Albuquerque, was elected vice-chairman, while George J. Kurth, temporary chairman of the opening session, was named secretary and business manager.

A 10-man board of directors was also named. It included Hugo Giome, Albuquerque; O. L. Anderson, Santa Fe; Ben Glusberg, Roswell; Arthur Gilbert, Belen; Alfred D. Harper, Deming; Gabe Baca, Grants; Olmstead, Carlsbad; Bob Harwood, Lordsburg; Dick Richards, Alamogordo, and Joe A. Martinez, Espanola.

Miller Speaks

Miller, who appeared on the rostrum early Monday morning, delivered a one and one-half hour talk, in which he pointed out the need for music operators' associations over the entire nation, and outlined the many advantages and benefits that could be attained thru clean, legitimate organization. He explained the importance of keeping the automatic phonograph industry separate and apart from all other coin-operated

equipment.

Miller concluded his address by presenting to the new association a plaque dedicated to the automatic music industry and which assured the operators of New Mexico of continued support and co-operation from the music operators in California.

Following Miller's address, Clem Stetson, a director of the CMOA, and one of the major music operators in California, spoke. He pointed out the advantages of the association, and the good will that could be derived from such organization and co-operation between manufacturers, distributors, jobbers and operators. Stetson presented the New Mexico association with a gold horseshoe, emblematic of success, and good will in its new undertaking.

Membership

With approximately 35 music operators covering the State, the NMMOA has already signed up 24 as members, and expects to have the other 11 in the fold within the next 60 days. In addition to the officers and directors, the following have already signed as members: Vincent Reil, Southwest Music Company, Carrizozo; Joe Reinhardt, Reinhardt Music Company, Ruidoso; Slim Stinnett, Silman Music Company; L. W. Gentry, Gentry Music Company, Carlsbad; Matt Gastparich, Gallup Novelty Company, Gallup; Leo Presley, Fredrickson Music Company; Jack Himmelfarb, United Amusement Company, and Tartaglia Brothers, all Las Cruces. Also, the Grande Music Company, and Bill Rucker, Dixie Music Company, Las Cruces.

IAMOA Ops OK By-Laws; To Join CMI

Open Membership Drive

DES MOINES, Ia., Nov. 27.—A large turnout of Iowa operators attended a special meeting of the Iowa Automatic Music Operators' Association (IAMOA) held at Hotel Savery in Des Moines November 21. A directors meeting was held on the previous day to prepare a final draft of by-laws and constitution.

The newly formed organization adopted the by-laws and constitution as presented by President Leo Miller, of Cedar Rapids.

The association voted to hold an open house for members and Iowa operators at the Hotel Fort Des Moines December 19. The affair is expected to attract a large number of operators, and a suite of rooms at the hotel has been reserved for the occasion.

The association also voted to join the Coin Machine Institute (CMI) and will submit its formal application shortly. It is planned to have a suite of rooms at the Hotel Sherman during the coin machine convention in Chicago, and all Iowa operators are invited to use these headquarters.

Committee Members

Harold Birney, of Sioux City, was named as co-chairman of the membership committee. The by-laws committee was composed of Dave Johnson, of Sioux City; George Alberts and Leo Miller, of Cedar Rapids; and Vern Howard and Joe Epstein, of Des Moines.

New members who have joined the organization include Charles Gullion, of Sioux City; Don's Amusement Service, of Sioux City; Tri-State Distributing Company, of Sioux City; and R. K. Conyers, of Mapleton.

A letter was read at the meeting from George Miller, national chairman of the Music Operators of America, complimenting the Iowa operators on their efforts to form the Iowa association.

Under the by-laws adopted, the Iowa association will hold its annual convention the second week in December each year, but due to the fact that the organization was only recently set up, the first annual meeting will be held in 1949.

Progress Reported

Officers of the association reported considerable progress in setting up the association and will step up their membership drive so as to contact every operator in the State. Nearly one-half of the Iowa operators belong to the organization at present. The Iowa association is planning to bring the IAMOA or obtaining information on the organization should contact Harold Birney, 813 Jackson Street, Sioux City, Ia., or any of the officers.

Some success in backing the proposed 7½-cent coin, which many operators feel would be a boon to the coin machine industry in permitting a small rise in the basic price without the loss of the 10-cent coin, was introduced in both houses of Congress last session but languished in the respective banking and currency committees.

There's No Cause for Alarm, Report Juke Makers

Costs Still Increase

(Continued from page 81)
blamed rising costs for hurting business in general. Hall is secretary of the IAMOA.

Conditions Improving

Joe Epstein and Vern Howard, Des Moines operators, and business conditions in Des Moines were stable and were showing signs of picking up. Pinball business in Des Moines has returned to normal after a series of sessions with the city safety commissioner, M. J. Bennett, who said a radio station, WOI-TV, Bennett, after being temporarily out of office, is back again and conditions are once again normal.

Efforts to adopt a city ordinance to license juke boxes and pinball machines by the Des Moines council failed this summer after it was discovered the State laws do not permit this. However, some cities do license the machines.

CMOA Expands to National Basis; Will Rep All Operators

(Continued from page 80)

will be a non-profit organization, representing operators of every type of coin-operated equipment. CMOA is to function for the operator's benefit and welfare and is to represent him actively before federal, State and local legislative bodies.

In representing operators in congressional matters, CMOA will register with both the House and Senate in accordance with federal regulations.

Expansion Phase

CMOA, De La Vize starts its expansion phase with a nucleus of \$6,000 in the treasury. At the recent meeting, it was voted to reduce membership dues from the present \$25 to \$1 annually to insure the broadest possible membership. The present membership of CMOA is about 1,100, according to De La Vize, with the potential between 5,000 and 10,000.

The announced CMOA expansion is expected to bring Washington into its greatest prominence as far as the coin machine industry is concerned. On the national level, CMOA is prepared to battle any attempt to pass legislation similar to that contained in last session's Scott Bill, which

would have ended the juke box exemption under the copyright act. CMOA is also expected to launch a campaign for a reduction in the federal tax on coin machines, which now is \$10 a year for amusement devices and \$100 for gaming machines.

In the absence of any organized drive for a reduction in this tax, Congress has been ignoring the levy in considering what excise levies could be cut without impairing the national economy. Actually, the average \$1,000,000 collected monthly from this source is extremely small in comparison with other excise taxes and in comparison with the expense entailed in collecting it.

Congressional Ideas

From time to time, congressional committees have recommended that this tax be abolished by the government and be strictly to the States as a tax source. Such a move probably would bring a rise in State coin machine taxes but would still be likely to result in rates lower than under the present system of State and local levies piled on top of the federal tax. However, again there has been no concentrated pressure on Congress to drop the coin tax. If so inclined, CMOA might have

Houston Ops See Solotone-Aireon Tele-Phono Sets

HOUSTON, Nov. 27.—Two music machine distributors here held showings of new television (coin-operated) units recently. First display was held November 17-18 at the Williams Novelty Company showrooms, where the Solotone Music System, with television, was demonstrated. Marked by heavy attendance from the industry, firm reported the showing also drew interest and cooperation from local business firms outside the coin machine field.

The second showing, opening Thanksgiving Day and running through this evening, was held at the Standard Music Distributors headquarters, where the new units were also displayed for the first time in this area. Bill Roberts, regional sales manager for the manufacturer, was on hand for the showing, coming from previous demonstrations held in Dallas and New Orleans.

CPMA Selects 2 Hit Tunes for Dec. Promotion

CLEVELAND, Nov. 27.—The Cleveland Phonograph Merchants' Association (CPMA) has selected as its December Hit Tune of the Month *Red Lips*, Red Lips. It was reported this week by Jack Cohen, president, and Sanford Levine, chairman of the December promotion committee of the association. At the same time it was decided that *Can't Sleep*, a new tune by Larry Ryan as recorded by the Coast Record label, would be promoted as a Hit Tune Extra.

Both songs will be placed in the 300 coin machines in the greater Cleveland area, and special title strips will be used.

REA Opening Areas for Ops

WASHINGTON, Nov. 27.—Another 20,000 farms and rural establishments in 20 States have been assured electricity by loans granted in the past year by Rural Electrification Administration (REA), thereby opening numerous new locations for operators. Loans made during the past year amounted to approximately \$35,000,000 and provided for some 3,000 miles of power lines. With electricity becoming available to some 200 rural businesses for the first time, an opportunity is offered coin operators for the placing of electrically operated equipment, including music machines.

Solotone Announces Wall Box Accessory

NEW YORK, Nov. 27.—A tray, to be distributed as an accessory to Solotone Corporation wall boxes, will be made available to operators soon. It was announced here this week by H. F. (Denny) Dennison, vice-president.

Designed to hold salt and pepper shakers, sugar bowls and napkins, as well as the wall box, the tray will tend to stimulate play on the machine, said Dennison, "by directing attention to the wall box each time a customer reaches for the tray." The tray is an added convenience for locations it will make it easier for operators to sell quality stops, be added to the tray is provided for inserting menus.

Seeping Reps Set Wings

There's No Biz Like Music Biz; No Cause for Alarm

(Continued from opposite page) shortly unveil its new juke box, details of which are still closely guarded and will remain so until distributors have had their look at the early in December. Wurlitzer is also said to be working on a new machine, but probably will not come into the market until early next year. Rock-Ola has indicated it will not bring out a new unit for 1949, but will continue to promote its Magic-Glo. The Packard picture is not too clear, but the firm is working on a new item (not a music machine) at this time.

In the lower-priced field, Filben continues to manufacture its units, the Mirroco music machine and the Maestro (latter now lists at \$645). Aireon is now in the midst of a big push on its Corcoran at \$545, as well as introduction of its combination television-juke box set. This firm is now making a study of the market and is definitely to be considered a factor in the future of the industry.

Haddock Speaks

One of the major manufacturers of juke boxes today, John W. Haddock, president of the AMI, had the following to report on the future of the industry:

"I would like to state my views on the outlook of the phonograph (coin-operated) industry. Unfortunately, the future picture is one of collapse, and it is definitely to be considered a factor in the future of the industry."

"Personally, I see nothing wrong with the outlook for coin machines in general, and I am even more convinced that the coin-operated phonograph business is a sound and profitable one for operator, distributor and manufacturer."

"I have very definite reasons for taking such a stand. First of all, there is nothing wrong with our own business as a manufacturer of coin-operated phonographs. Our own volume of business has been very satisfactory thru the summer and fall months."

"Right at this moment, our volume is somewhat lower than in previous months, but anyone in the coin machine business knows that there is an annual moderate fall-off of business prior to Christmas. We anticipated such a fall-off in business, and it is no worse than what we expected."

"I think another clear indication of the state of the phonograph business is the experience of the various banks and finance companies which are handling operators on the placing of coin-operated phonographs. These financial organizations are all very pleased with the performance of AMI products. It is paying out in a very satisfactory manner."

"All AMI equipment has been sold on sensible terms, with adequate down payment and a reasonable number of months in which to pay the balance. The respect of sensible financing has limited our sales to those operators who were in a position to meet such terms. As a result, we are not interested AMI phonographs on the market, and the resale value has been maintained at a high level."

"From the operator's standpoint, we can see no particular reason for the present state of the industry. It is true that equipment costs more than pre-war. It is true that operators are anxious to sell as their business. It is also true that the operator still sells his merchandise—that is

music—at the same nickel price as before the war.

"All of this means that there is a smaller margin of operating profit than there was during or before World War II. But a close check of successful operators, both large and small, shows that there is still a very satisfactory operating margin in well-managed routes."

"This is not an attempt on my part to advise an operator on how to run his business. Not having operated any equipment personally, I am certainly not an authority on how to do it."

Profit Margin

"But I do know that good operators, large and small, in almost every section of the country can demonstrate that there is a satisfactory margin of profit in phonograph operation. In interviewing operators in my travels throughout the country, I usually manage to ask this question: 'Do you know of any business where you could invest the same amount of money and put into your phonographs that would return as much profit?' Invariably, the answer has been 'no.'"

"There have been, of course, instances of unsuccessful operators. No one would be foolish enough to state that all operators have been uniformly successful in this business. That is true of the garage business, the grocery business or any other business. But on the whole, I do not know of a single instance where a phonograph operator who entered this business with a determination to make the go of it managed his business on a sound and sensible basis (some of all other businesses must be operated), who has failed to earn a satisfactory living from its operation."

"If you doubt this statement, look around you in any locality and find, if you can, an operator who failed in the coin phonograph business after giving that business the same good judgment and careful management that is demanded in other businesses."

"Phonograph income is reported to me by being up and down during the fall months. The increase, as it is reported to me, is somewhat better than what would normally be expected. That, of course, is very encouraging."

"Finally, I would like to venture an opinion about the future. No one can speak with certainty about what lies around the corner and certainly the failure of the recent presidential polls tends to discredit those who make predictions."

"I do believe, however, that there is no doubt of a considerable increase in the governmental spending in the near future, and I believe that it is almost certain that there will be a general speed-up in the flow of money. Almost certainly, there will be an increase in the number of nickels in the pocket of John Q. Public. And if that is true, the Billboard will find their way into automatic phonographs."

Conclusion

With optimism as the keynote at the manufacturing level of the industry, indications are that this same feeling is seeping into the other divisions of the industry. The Billboard will present a spot check of distributors and the conditions they are seeing as well as their beliefs concerning the future of the phonograph business.

New Juke Box In 55 Cities

To Start in Mid-December

CHICAGO, Nov. 27.—Showing dates for the new automatic phonograph to be introduced next month by the J. P. Seeburg Corporation here were announced this week as the manufacturer prepared to receive distributor shipments and a special session (starting December 1) of the continuous service school Seeburg sponsors.

Most of the distributors have arranged their showing dates, C. T. McKelvey, vice-president and director of sales, said last week, although a few companies are still awaiting confirmation. Distributors will have their own preview of the Seeburg model in Chicago December 10 when they gather for their annual meeting. Mechanical details of the phonograph will not be released until after the distributors hold their meeting. Seeburg will select a selection of 200 tunes on 100 records.

Distributor showings scheduled include:

Atlantic New York Corp., New York—December 15, 16, 17; Hartford, Conn.—December 15, 16, 17.

Atlantic Pennsylvania Corp., Philadelphia—December 15.

Atlas Music Co., Chicago—December 15, 16, 17; Bill—December 12, 13; Des Moines—December 19; Omaha—December 18; Detroit—December 18, 19; Pittsburgh—December 15, 16.

Devis Distributing Corp., Syracuse—December 18, 19; Buffalo—December 18, 19; Albany, N. Y.—December 17, 18; Rochester, N. Y.—December 18, 19.

T. B. Holliday Co., Charlotte, N. C.—December 14, 15; Jacksonville, Fla.—December 14, 15, 16, 17; Birmingham—December 16, 17.

Hy-G Music Co., Minneapolis—December 15, 16.

R. F. Jones Co., Salt Lake City—December 12; San Francisco—December 19.

London Music Co., Inc., Milwaukee—December 12, 13.

S. H. Lynch & Co., Dallas—December 15, 16, 17; Houston—December 15, 16, 17, 18; New Orleans—December 15, 16, 17; Oklahoma City—December 15, 16, 17; Oklahoma City—December 15, 16, 17; Minthorne Music Co., Los Angeles—December 20; Fort Worth—December 19, 20.

Music Systems, Inc., Cleveland—December 18, 19; Toledo—December 18, 19.

The Musical Sales Co., Baltimore—December 18, 19.

The Musical Sales Co., of Virginia, Richmond—December 18, 19; Norfolk—December 18, 19.

Shaffer Music Co., Columbus, O.—December 19, 20, 21, 22, 23, 24; Charleston, W. Va.—December 21, 22, 23, 24; Wheeling, W. Va.—December 20, 21, 22, 23, 24; Seattle—December 19, 20, 21, 22, 23, 24; Portland—December 19, 20, 21, 22, 23, 24.

Southern Automatic Music Co. (See Seeburg Reps on page 90).

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

LOW-PRICED "DOUBLE-HIT" LABEL BOWS. Tops Records market first issues of inexpensive pop platters.

JUSTICE DEPT. STAYS AFM-WAX OPINION. Attorney General Clark undecided on taking under advisement a request for an opinion.

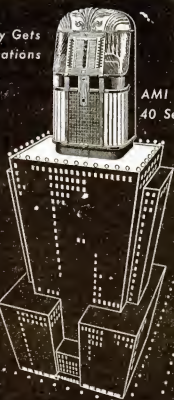
MERCURY JUMPS GUN ON "BEST YRS." RELEASE. Record companies jump the gun on releasing new disks before January.

VICTOR'S LATINOS NOW ON OWN. Diskery separates Latin tunes from international division to give special strong promotion.

SIGNATURE-MAFLE LEAF SWING DEAL. Mafle Leaf to distribute Signature wax in Canada.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Invariably Gets
Top Locations



AMI Model "B"
40 Selections

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

She writes 'em . . . She sings 'em . . .
NITA MITCHELL . . . The Nation's Newest Writing Discovery

Sings . . . "AND SO IT GOES"
"DRIFTWOOD"

CHUCK MILLER Sings . . . "THAT GAL FROM PAREE"
"THERE GOES MY LOVE"

FOUR GREAT TUNES, now available on "MEADOWLARK" records. Order direct.
Attention, Juke Box Operators—25 or more records only 39 cents each delivered.
These were recorded before the ban—B.M.I.

MEADOWLARK RECORD COMPANY

4069 SAN PABLO AVE.

OKLAND 8, CALIFORNIA

10,000 Brand New

Phonograph Records

Provided here and limited at the store.
Minimum order, 1,000 records.
One-half cent discount.

STERLING NOVELTY CO.
600 South Broadway Lexington, Ky.

WANTED

R.C.A. Coin-Operated Records

24 hr. play, state price and quantity.

BOX 227, c/o The Billboard
155 N. Clark Chicago 1, Ill.

MOA January Meet To Stress Ways of Improving Music Field

CHICAGO, Nov. 27. — Ways and means of improving the automatic phonograph business will be stressed during the second annual meeting of the Music Operators of America (MOA) during the 1948 Coin Machine Institute (CMI) show at the Hotel Sherman here January 17-19, George A. Miller, MOA national chairman and treasurer, announced this week. Miller, of Oakland, Calif., also disclosed that a number of speakers will describe actual methods of increasing profits and meeting the various types of competition currently facing music operators. Another important consideration on the MOA agenda will concern effective means of coping with legislation detrimental to the music field.

MOA will meet twice during the conclave, January 18 at 10:30 p.m., and January 20 at 1 p.m., the day after the CMI show closes.

Organized during the 1948 CMI show by 88 representatives of coin and local music associations, MOA membership is limited to coin-phono operators only. Its officers and members of the executive committee, in

addition to Miller, are Al Denver, New York, national vice-chairman; Sidney H. Levine, New York, national counsel; C. L. Beyer, Salt Lake City; Jack Colne, Cleveland; Tom Crosby; St. Paul; Ray Cunliffe, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Harrisburg, Pa.; Tom Kady, Grand Forks, N. D.; Sol Reselmann, Newark, N. J.; Hirsch De J. Vies, Washington; Sam Ornstein, Providence; S. C. Pierce, Brodhead, Wis., and Jack Sheppard, Philadelphia.

SEEBURG REPS

(Continued from page 89)

Cincinnati, December 13, 16, 17, 18, 19, 20, 21; Indianapolis—December 15, 16, 17, 18, 19, 20, 21; Lexington, Ky.—December 15, 16, 17, 18, 19, 20, 21; Dayton, O.—December 15, 16, 17, 18, 19, 20, 21; Fort Wayne, Ind.—December 15, 16, 17, 18, 19, 20, 21; Sparks Specialty Co., Superston, Ga.—December 15, 16, 17, 18, 19, 20, 21; S. L. Stibel Co., Louisville, December 15, 16, 17, 18, 19, 20, 21; Nashville—December 15, 16, 17, 18, 19, 20, 21; Evansville, Ind.—December 15, 16, 17, 18, 19, 20, 21.

Trinitone Automatic Sales Corp., Boston—December 15.

W. B. Distributors, Inc., St. Louis, December 19, 20; Kansas City, Mo.—December 19, 20; Wichita, Kan.—December 22.

AMI Appoints Distrib in Mo., Kan. Territory

CHICAGO, Nov. 27. — Western Specialty Company, Kansas City, Mo., has been appointed distributor of AMI products in Kansas and the Western half of Missouri. Lyndon C. Force, the manufacturing firm's sales manager, announced this week.

Wolf C. Riman, head of Western Specialty and a veteran of the coin music field, stated that he plans to set up a separate firm to handle AMI distribution, which may also entail changing the firm trade name at a later date. In addition to his interest in Western Specialty, he has holdings in other distributor firms not related to the coin machine field and is a professional golfer and manager of the Hillcrest Country Club, Kansas City.

APOA Starts New Radio Series To Plug Music Play

CINCINNATI, Nov. 27.—Location owners who have music equipment operated by members of the Automatic Phonograph Owners' Association (APOA) here, received special letters this week calling their attention to the new radio show the association is sponsoring (The Billboard November 20).

Show, to be aired over WCPO, will be known as the Juke Box Serenade. First broadcast is scheduled for tomorrow (28) from 2:30 to 3 p.m. with Paul Dixon, WCPO disk jockey, playing a recorded program of hit tunes available on the city's juke boxes.

APOA, in its letter to locations pointed out that the location's "co-operation in promoting the program in every way possible will result in mutual benefit."

"You will have a new man working for you in the person of Paul Dixon who will be on the air every week to help you get more nickels in your machines."

The letter concluded with a request for any ideas, comments or suggestions which the locations feel would make the program effective.

Decision to sponsor the radio show was made following the appointment of a special committee to investigate methods of promotion.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburg Perfect Tone—Easy on Records



Nothing to change—just plug it in

NACOMS MANUFACTURING CO., INC.

Stevens Point Wisconsin

SOLE CANADIAN DISTRIBUTORS

BY THOMAS COIN SALES LTD.

St. Thomas, Ontario, Canada

For the Finest in Record Reproduction Use

G. E. Magnetics High Fidelity

LIGHTWEIGHT PICKUP

With Permanent Sapphire Stylus

* No Handle

* No Scratch

* Seeburg—Light

* Ameco—Light

each \$19.95

* Wurlitzer—

each \$14.95

Other makes on

request \$4.00

1/3 Deposit, Bal.

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Another Aireon First!

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TELEVISION

FINANCE PLAN AVAILABLE for SHUFFLEBOARD OPERATORS

WRITE FOR DETAILS TODAY!

SHUFFLEBOARD COMPANY OF AMERICA

Est. 1937

236 East Elm Street

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N.Y.C. Sales Office Phones

Circle 6-6551



We have all Mills latest Bells
in stock.

MARVIN J. BLAND
INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-COMATIC DISTRIBUTOR

COMMEN YOU KNOW

Chicago:

(Continued from page 91)

winding up the quarter conversions on his cigarette vendors. Operating in the suburban areas, Perry concentrates his stops in factories and, for the cig units, plant and tavern locations. He intends manufacturing his specially designed small-size truck cooling unit for candy operators next spring. For that between-stockroom-and-location trip, Perry says the unit, utilizing dry ice and a small fractional horsepower electric motor run of the truck's ignition system, saves chocolate-coated bars from the heat. Makes such candy almost year-round vending items, he reports, after using these cooler units in his trucks all last summer. He intends finding a manufacturer turn out the cooling units for him so that he may offer them to the trade.

Francis Harper, operator manager of Automobile Dispensing, Inc., Chicago, is knee-deep in work these days as firm's ice cream and cup drink vendors keep customers hustling on redills and maintenance chores. The newly created Harlin Industries branch of the firm, devoted solely to repair work for other operators' equipment, is gaining ground but is somewhat slow to get widespread operator approval. When new, larger quarters are equipped soon, Francis predicts an even quicker job and a greater volume potential so that more firms can be accommodated.

H. F. Burt, Silver-King Corporation, believes that the hot nut, nickel-plated vendor is due for even broader application in the vending field. Such units make it possible for an operator to acquire many types of locations not possible with the old penny ball machines. Burt places de luxe cocktail lounges and theaters among such spots. . . . Pop 'n' Hot popcorn vendor, may be Hume,

Hagenson Manufacturing Corporation, and nationally distributed by Jack Nelson Company, is continuing its upward climb on the production and sales of the firm's new product. The 1949 model, which is a carry-over of the 1948 machine as later proved local and operator styled and constructed, will be on view during the coming conventions.

A. Garrick Alex. Vendall Company head, is getting back in stride again since his recent departure from the Sales Manager Bill Fuller expects him to be back full-time at his desk shortly. Production continues on both the five and eight-coin Vendall candy machines, Bill states. He adds that no new models will be shown at the NAMA meet, but that a number of small, but self-aiding improvements have been incorporated in the vendors. They are being used in the units now coming off the production line, to give before-show buyers the benefit of the improved models, Bill says.

H. F. (Tom) Forester, sales manager of the vending division of Johnson Fore Box Company, resigned his post and is piloting his own contract lounge on Lawrence Avenue. . . . Terry Terhune, General Vending Machine Company, is in good spirits after the successful showing of firm's new 21-bottle vendor at the ABC's show last week. Selectivity is the b'y factor in today's soft drink vending picture, he feels. . . . Murray Rosenthal, Coinex Corporation, is hustling to get his new service idea ready for operators of target equipment.

Sam London, head of S. L. London Machine, Milwaukee, and Leo W. Wadsworth, Chicago, were Williams Machine Company calls this week. Williams' executive, Paul Federman, is . . . after spending last week with New Orleans Coinex. He is a distributor of the Chicago area coin slot machines to grow. Local operators who have recently entered this field claim that improved surfaces, coin-operated scoreboards and formation of lacques have helped win new locations.

Recent Bally visitors included Casey Jones, Fort Worth; Bill Nelson, of Nelson Novelty Sales, Minneapolis; and Mike Reilly, retired chief of the White House Secret Service, who dropped in to see his former associate, Tom Callaghan. Firm will begin delivery of its game trouble shooting meters which are expected to simplify future service calls. . . . Koenner Manufacturing here is rolling on a coin putting game, designed for indoor and outdoor locations. E. J. Anderson is in charge of National Sales for the product.

Adolph Raymond, A & M Music Company, is out on the road much of the time lately. He's making personal contact with locations, and states that the "person-to-person" as against the usual phone call, makes for better operator/location relations and also results in higher play when suggestions or play promotion are discussed with the owner of the stop.

Blue Skies by United Manufacturing continues to pull with operators, firm's Billy DeBelin reports. Herman Paster made a quick trip to the new United plant from his Mayflower distributing headquarters, St. Paul. . . . CMI booth space continues to sell at a rapid pace for the big designs at the Hotel Sherman January 17-19 with only a few booths remaining to complete the sellout. Thus far, variety of products highlights the exhibiting firms. . . . H. C. Evans and Exhibit Supply are among the firms showing at the outdoor convention at the Sherman this week.

John Haddock, AMI president, dropped into Chicago en route to the Pacific Coast to confer with distributors there. He and Lindy Force just com-

pleted a brief trip to Kansas City, Mo., where they consulted with clients to handle Kansas and Western Missouri. Moosy West, AMI's sales and service engineer, is in Ohio with the trailer unit showing the AMI Model B and a typical well box installation. Trailer is on loan to the Lull Music Company, Cleveland, which is using it to cover the remote parts of its territory.

Washington:

(Continued from page 91)

Enfield, N.C. has returned from a wedding trip to Asheville, N.C. The couple, married Anniversary Day in the Asheville Hotel, report that they are just across the district line in Mother's Chevy Chase home. The groom is Washington distributor for Wailing Mounting, a branch of the North-western Manufacturing Company.

Hirsch of the Vierz, president of Washington Music Guild (WVG), attended the recent Variety Club banquet in Pittsburgh, where founder Johnny Harris was honored. Other area men who accompanied him were J. E. Fontaine, Eastern division manager for Selmick Pictures; Samuel A. Galanty, division manager for Columbia Pictures; Sam Wheeler, of Film Classics; Jacob Fink, division manager for Republic Pictures, and Fred Kogod, owner of K-B Theaters.

Byrnes Phillips, of Spacoh of Washington, Inc., is back on the job after a brief layoff. He spent the time deer hunting in Virginia.

Nut Imports Up

WASHINGTON, Nov. 27.—Imports of almonds and Brazil nuts during the first eight months of the year showed a large increase over the corresponding 1942 period. Commerce Department said this week. Almond imports amounted to 9,122,000 pounds, more than double the 4,474,000 pounds reported for 1942. Brazil nuts increased to 14,801,000 pounds from the 13,498,000 pounds imported during the first eight months of 1942.



THE BILLBOARD

★ is listing 1-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for 91. That's half the standard price. What's more—these issues include the new NAMA and Coin Convention issues and the Juice Box Supplement.

Simply mail your \$1 along with your name and address to: B. A. Braun, Editor, The Billboard, 1210 Madison Avenue, Cincinnati 22, Ohio. In addition, send your name to the December Catalog Number of Vending all details see pages 102 and 103

NEW GAMES

SARATOGA ROUNDUP MAGIC TONIGHT
SALTY SALLY SALTY SALLY
SPINAWAY SPINAWAY SPINAWAY

LEHIGH SPECIALTY CO.
1407 W. Montgomery Ave.
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Phone: OPlar 5-2329

ONE FIVES BANGTAIL . . . \$400.00

This machine was used 10 days, looks like new. One-fourth deposit, balance C.O.D.

LAKESIDE

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NOW DELIVERING NEW "MASSE" COIN OPERATED POOL TABLES

Also Mills, Bally, Jennings Ball, Columbia Ball, New Five Ball, Columbia Ball, Vander, Silver K Vendors. Write, phone or wire merchants.
M. R. WILKIE
7004 Ross Ave. Phone 4577 Fairview, N. G.

LONDON SPECIALS! Top in Quality! Low in Price!

YOUR CHOICE: \$19.50 EACH—6 FOR \$100.00

Cleaned and Checked!

Kluge	Play Boy	Star Girl	Burt Queen	Fast Ball
Blue Up	Big Hit	Star Girl	Double Barrel	Super
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Cleaned \$39.50 EACH—3 FOR \$100.00 Checked!

Lightning	Onesite	Flamingo	Branch
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ROLL DOWNS—\$49.50 EACH

BUMBLEBEE ROLL DOWN
CHUCKIN ROLL DOWN
MURRI ROLL DOWN
TALLY ROLL DOWN
BANGIN ROLL DOWN
HAWAII ROLL DOWN
TOM SCORE
SUPER TRIANGLE

ADVANCE ROLL—BING-A-ROLLS . . . WRITE

ARCADE

COALERS . . . \$89.50
BANGIN ROLL DOWN
(Comp. With Rills) . . . \$9.50

ALL STARS . . . \$199.50

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3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

FOR SALE

10 1947 Buckley Truck Odds.
Cash or Token Payments.
Used Less Than 2 Months.

\$400.00
EACH

ACE NOVELTY COMPANY

RT. 13, BOX 612

PHONE 6-1011

FRESNO, CALIF.

GIVE TO THE DAMON RUNYON CARREL FUND

New York:

(Continued from page 91)

Mac Pollard, of United Phonograph Service, is now an operator. After years of fixing juke boxes owned by other ops, Pollard has bought a medium-sized room in partnership with his brother, Hy. His operating name is Casino Music. . . . Mack Levin, of Regent Vending, of Canada, was a visitor on business last week.

Al Simon has received his initial order of Chicago Coin Re-Bound shuffleboards. At's young son, Dickie, was down at the old's showroom yesterday learning how to play the game. . . . Over at Hyman Rosenberg's, Mike Bitter is undisputed chuck on the American Cushman board that Hyman distributes. Joe challenges all visitors stopping at the distri's showroom.

Herb Lichtman, of Hub Distributing, has sold his corner store and moved facilities a few doors to 630 10th Avenue, the store formerly used by for storage. Herb says he is looking for a wall stretcher to give him a little more elbow room. The former Hub headquarters will become a grocery store.

Dave Simon, head of Simon Sales, is one of many local coinmen who leave for week-end and attend the outdoor show of the National Association of Amusement Parks, Pools and Beaches in Chicago, November 29-December 1. Others on the way to Chicago include Al Sliedow and Al Meyers, of Sliedow & Meyers; Mike and Joe Munras, of the Mike Munras Corporation, and Bill Bobbin and Herb Klein, of International Mutocopee.

Lou Forman, of Videograph, Inc., reports that his combination television-juke boxes will be displayed at a meet of the National Tavern Association to be held at Boston's Copley Plaza Hotel Tuesday (30). Lou claims an increase in interest in coin-operated tele from points throughout the country where telecasts are to start soon.

Charles Nelson, who operates a large music route in Maryland, was in town on his last week. . . . Dave Lowy due back at his coin row outlet after a quick lay tour to Florida. . . . Hamilton Hope, president of United States Television and also head of Telco Television Tubes, Inc., reports that production of tubes at the latter firm has doubled since installation of new facilities.

Teddy Blatt, coin machine attorney, heads north next week to sit in on a session of the newly organized New York State Coin Machine Dealers Association. Joe Hanna, of Utica, N. Y., is temporary chairman of the group, whose directors are having a conab in Syracuse Thursday (2). Delegates from all parts of the State are expected.

MECHANIC WANTED

Must be tops in five ball, music and remote. Must have good light car. Tell all first letter. Salary expected.

COOK MUSIC COMPANY

3217 L Washington Phoenix, Arizona

Los Angeles:

(Continued from page 91)

In local music machines. . . . Rusty Jones was seen on coin machine row last week picking up a new batch of players. . . . Dillo for Sam Handman, who believes good records are the music operators' best advertisement, and always tries to give his customers the best and the latest.

Verne Wedel, Lynwood operator, and M. F. (Tillie) Tillison, of Long Beach, were seen on Pico Street getting the latest information on games and music machines. . . . Dannie Jackson, of Automaton Games, is covering the firm's Northern territory and then will make a swing over to Denver where he will spend the holidays. While he is gone, Sidney Donia takes care of the club business, while George Warner holds down the home office.

Tonopah, Nev., was represented on coin machine row last week in the person of David George LaFare. . . . A lot of column getting ready for the Chicago convention. The street will probably be closed next week. . . . Jack Simon, head man for Sinking Distributors hereabouts, just returned to town after a swing thru his Northern territory. He reports he to be fair in the top half of the State. He also reports a lot of interest is being shown in the firm's new Royal shuffleboard which is beginning to roll off the production line.

Bob Colyer, visiting his old friend, Bud Parr, of General Music. Colyer reports he is running a few music machines in the Yuma sector in addition to raising 450 acres of lettuce. . . . Colmen will be saddened to learn of the death of Paul Hirschler, of South Pasadena. He was one of the old-timers in the business and was well-known on Pico Street. . . . E. J. Willard, Paso Robles operator, dropped down to iron-ridden L.A. to pick up some new equipment.

The Paul A. Layman Company hosted George Licale, of Ontario, and Stanley Johnson, Oceanide operator last week. Ed Licale, of the firm, reports he is getting repeat orders on his penny pitch. It looks like a hot item, says he. . . . Jack Spencer is getting out all the best long anticipated winter season at his Big Bear Lake arcade. The more snow enthusiasts develop an interest in skis, the more his business increases.

E. T. Mape, prez of E. T. Mape Company, stopped off in L.A. to look over the music machine situation in the inland city. He was due in L.A. last week to confer with his local manager, Walter (Solty) Solomon. . . . The San Fernando Valley Operators' Association will meet next week at the Lockheed Air Terminal's Sky Room to take a vote on whether to join forces with the San Gabriel Valley Operators' Association. The San Gabriel operators' plan to take off the top on all locations is catching the interest of route men.

Sommy Rickles, of California Music, returned from a Las Vegas week-end. He's very enthusiastic about his new Phonolog record catalog service which he recently installed. Gabe Orland, Rickles' associate, just loaded himself on an apartment and is buying furniture.

Look To The GENERAL For LEADERSHIP

★ 2 New Top Location-Tested Games! ★ GOTTIEB'S ROUND UP ★ WILLIAMS' SARATOGA

and all other latest games

FULLY RECONDITIONED 5 BALLS

AMBER \$ 29.50	MAISE (Flippers) \$ 55.00
BOWLING LEAGUE 45.00	WISDOT WAGON 29.50
CARDUCCI (Flippers) 45.00	MONTREY 165.00
CINCINNATI 125.00	NEVADA 49.50
COLE 75.00	RANGER 59.50
GOLD BALL 85.50	ROCKET 49.50
HUMPTY DUMPTY 110.00	SMARTY 29.50
JACK & JILL 140.50	STATE FAIR 39.50
LADY ROBIN HOOD 125.00	SUPER SCORE 29.50
LUCKY STAR 45.00	TORNADO 29.50
		TRINIDAD 115.00
		WILSON 125.00



TERMS: 1/3 cash with order, balance C. O. D. Write for our complete bulletin.

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GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Verman 4119 - BALTIMORE 1, MD.

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NEW ENGLAND OPERATORS

ATTENTION!

WE'LL BE LOOKING FOR

MARK

YOU ON DECEMBER 15

DECEMBER

FOR AN IMPORTANT EVENT

15th

AT TRIMOUNT

ON YOUR CALENDAR NOW

TRIMOUNT AUTOMATIC SALES CORP.

Exclusive Sales Distributors for MA., N. H., Vt. Mass. (except Berkshire County), and R. I.
40 WALTHAM ST. BOSTON, MASS.

Phone: Liberty 2-4500

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WIDE-AWAKE OPERATORS

Are increasing their collections and building good will with locations and customers by installing our self-service, stand type coin changer.

Coin changers now being used by leading department stores, airport, bus depots, bowling centers, drugstores, factories and public institutions.

Exclusive distributorship available in your area.

Write

BELL PRODUCTS

2000 N. OAKLEY

CHICAGO 47, ILLINOIS

OUR FOURTH GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

K. C. SPECIALS!

Checkered - Cleaned - Perfect

FOLLOWING ORNEE \$12.50 EACH

SUPPER DOUBBLE BARREL

SPRINGBOOM BIG HIT

SUPER ROUGE SUPERLIDER

SWISS SUPERLIDER

SWISS SUPERLIDER

FOLLOWING ORNEE \$40.00 EACH

QUINCE QUINCE

BALLY BOO SPINNER

BALLY BOO FLIPPER

CHICAGO BASEBALL FLIPPER

FOLLOWING ORNEE \$30.00 EACH

CAROUSEL TALLY HO

HIDE OLICK

WILLIAMS SPEEDWAY, 400 \$150.00

A Rio, To Rio, A River, A River

Two, A Rio, A River, A River

Two, A Rio, A River, A River

Two, A Rio, A River, A River

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Two, A Rio, A River, A River

Two, A Rio, A River, A River

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Record Reviews

(Continued from page 35)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

EDDY HOWARD ORK
(Mercury 5299)

These Are the Best

Years of Our Lives

Eddy at his schmeisselst

best with this portable

duffy not from the old

but flavored with the

same type of feeling dis-

persed in the Academy

Award film.

Don't Let Her What

Happened to Me

Eddy does a fine job

with a not often heard

Brown-Henderson-Deby-

va duette.

40--80--80--80

ARTHUR GODFREY
(The Mariners)

(Columbia 34303)

When I Lost You

Godfrey makes one mis-

take on this side. He

tries to sing.

The Coggle-Eye-Ghee

He does better here —

more a recitation than a

vocal but with material

that would back the

kid.

40--80--80--80

BUTCH STONE (Van

Alexander Ork)

(Capitol 1331)

My Feet's Too Big

The duet with the

duet with the

duet with the

duet with the

duet with the

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ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

ART SIDROE
(Warren Arcyl)

(Decca 1275)

You, You Live in My

Heart

"Oh, Du!" again, with a

fair English lyric war-

med accented and a

semi-laced.

Love in Your Eyes

Week performance of a

duo ballad in romba

time.

63--64--62--64

JOAN MAYNO (The

Soother)

(Decca 1307)

In the Heat of the City

That Has No Heart

Beloved singing of a

gaited warbler. Effective

post-room stuff.

Keep Away, Little Girl,

Keep Away

Same tremolo treatment

on a similar old-fashion-

ed morcellet.

67--67--65--68

FRANKIE LAINE
(Paul Dunlap Ork)

(RCA 75-18)

Blue Moments

Fine mood melody Laine

late in top form, with

right ark backing tying

the performance togeth-

er. Could be a big ballad

number for Frankie.

Sometimes I'm Happy

Light, Jerry jazz treat-

ment of the duet, with

warbler acid band giv-

ing hard.

88--89--87--88

JAY WILBUR ORK
(London 353)

Sweetheart Joe, the

Candy Man

Toutlet (the tune of

small button)

The Teddy Bears'

Picnic

Delightful fantasy in a

lighting march tempo.

Kidder will like this one

as much as the adult.

65--65--66--64

GRACIE FIELDS (Bob

Farnon)

(London 369)

White Christmas

The comedienne takes

the Christmas, elastic

straight and feathery,

with good ark and cheer

audience.

Christmas Love

A mawth piece, with

Mr. Fields straining dis-

tastfully at the high

note.

63--64--63--62

SAM BROWNE (The

Squadronaire)

(London 376)

The Wishing Well

Pleasant, unimportant

production of the femi-

nine waltz, with an ap-

pealing vocal and rich,

medial setting.

Reflections on the

Water

Strong, simple warbling

here again, with solid

instrumental work be-

hind.

74--76--74--72

THE CALDWELLS
(Victor 30-1179)

It's Like Taking Candy

From a Baby

Pasty prose intro leads

into falsetto piping on

a pleasing pop duet.

74--74--74--75

Within Your Heart

Heavy a cappella with

the familiar Ink Spots

style. For dimly lighted

spots.

METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS

Plain or Colored

Any Design

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junction with the First Annual Coin
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and CMAA Convention issues and the
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The Billboard, c/o J. B. Patterson, Jr.,

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December Catalog Number of Want

listing all manufacturers and what

they make.

For full details see

pages 102 and 103

HELP WANTED

We want an experienced man
to set up a branch office, ware-
house and repair shop at either
the east, south or west.

He must be acquainted with
coin-operated K-O sales ma-
chines and be an A-1 salesman
with some knowledge of ex-
port business. Foreign travel
will not be required. This is
an excellent opportunity for
the right man.

Write giving age, experience
and salary desired.
All replies will be held confi-
dential.

BOX 230

Record Reviews

(Continued from page 97)

RATINGS
(100 Point
Maximum)

**90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR**
**ARTIST
TUNES
LABEL AND NO.
COMMENT**

POPULAR
**THE GEORGIA
CRACKERS**
(Victor 26-3178)

A Broken Doll
Blow drag balled gas
staccato roll from Hank
Townsend, with old-fash-
ioned jazz backing. Get-
off fidda stands out.

**The Way It's
Gonna Be**
Jump Western, with
lively solo and trio
warbling. Solid work in
back, with fidda work a
highlight.

RAY DORIS
(Oleo Model QM 845)

Give Me Your Love
For With Your Love

**Baritone wadettes, a
fair work of a jazz
Christmas ballad between
an "infectious" boy-girl
quartet, excellent and
clear.**
Tell Me Why
The "You Can Every-
body—Bach Time" Tenors'
ensemble, complete with
shortie rhythm. Tunes is
attractive, ball is catchy,
and Doris does a com-
pelling vocal.

JANE PICKENS
(Victor 26-3238)

Galaxy Boy
Miss Pickens' disk debut
for Victor is a prom-
ising one. The sentimental
Irish tune is her cue of
love, and a clear, con-
vincing joy she does with
the melody.

One Sunday Afternoon
The title tune of a
forthcoming disc, this
soulful, home-and-bug-
gled receive just a so-so
treatment.

THE SQUADRONAIRES
(Jimmy Miller, Dir.)
(London 365)

Picnic in the Snow
Quartet does a dull job
with a weak rhythm sec-
tion, with old songsters
a simple easy backing
Winter Wonderland
Vocal group doesn't do
right to the pretty sea-
sonal classic.

FOLK
**AL DEXTER & HIS
TROOPERS**
(Columbia 364-1)

**Is That the Way To
Treat a Friend**
Dances' ditty gets full-
fledged treatment by
saxel - baritone! Al
stuns trumpet, saxes
solo and live rhythm
section.

**I'll Always Be Loving
You**
Ordinary baritone has
only Al's constant beat
to recommend.

**PAUL HOWARD &
HIS COTTON**
(Columbia 365-1)

**You're Never
Satisfied**
Bright blue type melody
with angular phrases
adds up to a very good
upside good-humored war-
bling.

**Honest as the Day Is
Long**
Sneaky down-home ditty
gets a bright vocal and
nervous orchestration.

**ARTIST
LABEL AND NO.
COMMENT
TUNES**

FOLK
DOYE O'DELL
(Exclusive 678)

Blue Christmas
Western-style Christmas
balled in warbling with
blue feeling.
Dear Mr. Santa
Child's only request is
for Santa to find his
address. The tears and
the coin should both
come fast.

TEXAS JIM LEWIS
(Exclusive 82K)

**I'm Gonna Tear Down
the Mail Box**
Snappy novelty gets ap-
plied warbling jazz
fidda and guitar im-
ages.

With Your Heart
Jazz has a warm yet
with a lyrical bit of ad-
vice. One installment in
live beat through.

**BOB WILLS AND
HIS TEXAS
PLAYBOYS**
(Columbia 365-1)

**Let Me Call You
Sweetheart**
I'm in
Love With You
Familiar baritone - shop
balled in twined here
a slow Western melody,
with spiciness warbling
in.

**Can't Get Enough of
Texas**
(Tommy Dorsey)
Mars mention of Texas
was once enough to do
a tune, but today the
market's flooded.

**THE BLUE RIDGE
RANGERS**
(Vernon Fox)
(Tro-Sonic 365)

Eternity
Brightly rhythmic duet
with proper bounce by
the group with the Ver-
non Fox vocal coming off
admirably.

Each Dawn I Die
(Buck Ramble)
Ordinary sort of coun-
try lark balled with pretty
weak vocal.

BIG BILL
(Columbia 364-1)

Stop Lying Woman
Bill and a snaky jump
combs rough up a slight
blue thing.

Partnership Woman
Up tempo lovely blues
recorder - rather offhand
good-as-for.

**JOE LIGGINS &
HIS "HONEY-
DIPPERS"**
(Exclusive 61-30)

Don't Stop Loving Me
Bouncy balled Jim, with
saxophone - not quite satis-
fying.

Key Jam
Effective jammer, with
direct, original, driving
gets an excellent perfor-
mance. Ending in a real
stopper.

ROOSEVELT SYKES
(Victor 36-3178)

Mama Mama
Medium - tempo blues
well-orchestrated and or-
died, but no casual and shy
on conviction.

**Sneakin' and
Dodgin'**
Routine blues strata-
tion.

71-74-74-74
79-79-78-80
70-70-70-70
70-70-70-70
70-70-70-70
72-72-72-72
70-68-70-72
63-63-64-62
60-60-60-60
47-48-46-47
66-66-64-68
62-60-62-64
66-66-65-67
83-84-82-83
70-71-69-72
65-65-64-68

HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS


Sold thru Dealers only!
Slick Shine pioneered
specialty waxes and
cleaners for Shuffle-
boards because it ensures
smooth, fast, accurate
play. Contains no plastic
or other injurious ingre-
dients. Guaranteed not
to pit, scratch or harm
any make of board.
Approved by leading
shuffleboard authorities.

"Slick" Shuffleboard Powder Wax
"Slick" Shuffleboard Quick Drying Cleaner
**"Slick" Liquid Shuffleboard Polishing Wax
& Cleaner**
"Slick" Shuffleboard Weights
Terminates Open! Write for Price List.
SLICK SHINE CO.
Established 1901
207 Astor St., Newark 3, N. J.
STEEL BALL ROLL DOWN

Singapore Demos	\$24.95
Singapore Demos with Flipper	\$24.95
Tally Roll	\$24.95
Ball-Ball	\$24.95
Admiral Ball	\$24.95
Bally Ball	\$24.95
Clayton Ball	\$24.95
Kliver Ball	\$24.95
Super Ball	\$24.95

WOODEN BALL ROLL DOWN

Scoutman Ball	\$24.95
Big Ball	\$24.95
Tally Roll	\$24.95
Ball-Ball	\$24.95
Admiral Ball	\$24.95
Bally Ball	\$24.95
Clayton Ball	\$24.95
Kliver Ball	\$24.95
Super Ball	\$24.95

1/3 dozen with open-Balans & O. O.
**Wanted—Will purchase your chessmen or
small sports—write list of equipment and
price in letter.**
**Wanted—Photographers, Printing Models
in 1948 and 1949.**
American Venturing Co.
2305 Comp St., Astor, Brooklyn, N. Y.
Exp. 9-1222

EVANS WINTER BOOK TEN STRIKE & BATTER UP MILLS BONUS BELL

**Buccaron, Marcano, Ball, Sardinas, Sardinas,
Blue Skies, Partners, the latest & best game.**
**A complete line of reconditioned and guaranteed
and Filopar Games.**

PALISADES

SPECIALTIES COMPANY
434 Anderson Avenue, Office Park, N. J.
Offices 6-2382
**Only One Mills South of the George Washington
Bridge in N. Y.**

MILLS FOUR BELLS

5c, 5c, 5c, 5c
and
5c, 5c, 5c, 25c
All in good operating condition—
JUST OFF LOCATION
\$39.50 each
**1/2 dozen with open—Certified Check or
Money Order.**
UNION VENDING CO., INC.
6-8 E. LAFAYETTE AVE.
BALTIMORE 2, MARYLAND

Used Music Machines

WURLITZER 700	\$195.00
WURLITZER 800	\$195.00
WURLITZER 850	\$195.00
SEEVING HILTON, R.C.	\$195.00

1/3 Dep., Bal. C. O. D.

RUNYON

SALES COMPANY
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503 Tenth Ave., New York 18, N. Y.
Tel. 1-8122

**"R" DAY
and
"S" DAY
ARE
COMING**

Watch Atlantic for Two
Important Announcements!
ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors in
New York, N.Y., New Jersey and Connecticut

Shhhhhhh

THE BILLBOARD

a selling 8-week subscription in con-
junction with the first Annual Coin
Machine Ball Call for only \$1. That's
half the newsstand price. That's more—
these issues include the big NAMA
and Coin Convention issues and the
best Box Subscriptions.

Simply mail your \$1 along with your
name and address to: E. A. Bruhn,
The Billboard, 3140 Patterson St.,
Cincinnati 22, Ohio. In addition,
he'll send you a FREE copy of the big
December Catalog Number of Your
listing all manufacturers and what
they make.

For full details send
pages 102 and 103

**MILLS
BELLS!**

We have all Mills latest Bells
in stock.

**AUTOMATIC COIN
MACHINE & SUPPLY CO.**
4135 W. Armitage Ave., Chicago, Ill.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SUPER SPECIAL!
**WILLIAMS 5-BALL
WITH NEW
YANKS MOTOR**

\$99.50

1/2 With Order, Balances C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

**COIN MACHINE ROUTE
FOR SALE**

Operating Pin Games, Consoles, Slots and
Machines. Central Pennsylvania. Route will
gross \$11,000 per month. Will sell for
monthly take or will take a partner. Write to:

**BOX B-103
THE BILLBOARD, CINCINNATI 22, O.**

RATINGS
(100 Point
Maximum)

 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

Oregon District Sues To Prevent Pinball Closing

SALEM, Ore., Nov. 27.—Operation of pinball machines in the Kingwood Water District, adjacent to Salem, Monday (22) formed the crux of a suit to prevent annexation of the district by the city.

Voters approved the proposed annexation in the general election, but the city was hobbled from proceeding when Polk County Circuit Judge Arlie Walker issued a temporary restraining order which was served on City Recorder Alfred Mundt. The injunction suit was brought by a property owner in the Kingwood area.

Those fighting the annexation are businessmen who have operated pinball machines in various establishments. When the annexation was voted, these businessmen were directed by Sale authorities to remove the devices, since the city has an ordinance prohibiting their operation within its boundaries.

One Kingwood man said he stood to lose an estimated \$15,000 annually if the annexation is upheld and he is forced to discard his pinball machines.

Hearing on the injunction suit has been set for December 9.



NOW \$150.00

BRAND NEW MACHINES . .
NOTE: NO EXTRA CHARGE
FOR NEW CLUB HANDLE.

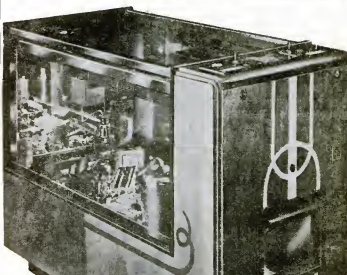
5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B.
Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 14, ILL.

Est. 1890—Tel. COlumbus 4-2772
Cable Address "WATLINGETTE," Chicago



HOLLYCRANE

SENSATIONAL EARNINGS!

PERFECT CONTROL OF ITS FASCINATING

ACTION ASSURES CONTINUED PLAYER APPEAL

- * Wide Store Front Visibility
- * Attractive Attention-Holder
- * Welcome in Locations Not Permitting Ordinary Games.
- * Dual Control Speeds
- * Realistic Overhead Industrial-Type Cases
- * Fascinates All Types of Patrons
- * New Floating Play Field
- * Big 30" x 30"
- * Complete Fluorescent Lighting
- * Permits Rich Display of Merchandise
- * Easy To Dress
- * Location Tested for Almost 2 Years

SEND FOR NEW ILLUSTRATED FOLDER
Como MANUFACTURING CORP.

2532 N. ELSTON AVE.
CHICAGO 47, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DICK JOKER
BETTER
OCEANIC

RACE

JOE SWIFT
(Johnny Otis Ork.)
(Exclusive 44-X)
Lovin' Baby Blues
Rhythmic blues with
okey okey vocal.
Sole is over-balanced in
favor of instrumental
work, with top notes in-
creasing but homogeneous.
I'll Just Laugh (While
You Cry)
Vocalist's touch ballad,
race style, with persua-
sive Joe Swift vocal.
Canto to a shade less
and oaring vocal.

64--64--63--65
72--72--71--73

**JOE LUTCHER'S
JUMP BAND**
(Atlantic 1087)
Walk Into My Heart
Endorse race ballad gives
benefit of a good Dick
Roland vocal.
Joe-Joe Jump
Careful instrumental
riff.

67--67--66--69
61--61--60--63

**SLIM SEWARD &
FAT BOY HAYES**
(JGM 1006)
Travelin' Boy Blues
Blues with the hunk on
"ouch and unpolished,
with Seward and Hayes
alternating vocal pas-
sages backed by old-
style guitar.

72--71--72--73
65--63--65--67

Christmas Blues
Harmon, but doesn't
measure up to spontane-
ous charm of file.

**JOHNNY MOORE'S
THREE BLAZERS**
(Exclusive 62-X)
Merry Christmas
Baby
Re-issue of the avelty
warbled and ordered
Christmas blues. Credit
Charlie Brown with a
faded-out vocal.

74--74--74--74

In the Night
In a 7 in 11 combi
turns to a blue-mood
ballad job, with Brown's
singing a standout
again.

RELIGIOUS

**SOUTHLAND
SINGERS**
(Trio-Blue 201)

I Have Heard
Sweet tenoring and deep
bass are set against a
new group and
cass.
**I'm Gonna Walk Right
In (And Make My-
self at Home)**
Vocalist group does a
rhythmic job on a bright
rhythmic spiritual.

67--68--70--64
71--72--73--68

**THE BIBLETONE
JUBILEERS**
(Bibletone 8-202)

**Jesus Traveled This
Road Before**
Waiting jubilee spiritual
is spirited but lacks
rhythmic cohesion.

65--66--68--60
63--63--67--60

**Move On Up a Little
Higher**
The solo chanter is out-
shouted in a poorly
recorded side.

**THE BIBLETONE
JUBILEERS**
(Bibletone 8-201)

Wade in the Water
Blues - paced spiritual
rhythm. In a strong
rhythm.

68--68--70--65
61--62--64--58

**Jesus Met the Woman
at the Well**
Deliberate development
of the story waters down
interest.

THE BIBLETONE

JUBILEERS

(Bibletone 8-201)

Great Day
Energetic rhythm ap-
proach. Fervor and sin-
cerity here, but group's
action could have had
more clarity.
**Working on the
Building**
Intriguingly improves
as the boys solo tempo
for an impressive chant
performance.

67--67--67--NS
74--74--74--NS

HOT JAZZ

SARAH VAUGHAN
(Dixie Gillespie
Ork.)
(Mercury 1-500)

Mean to Me
A younger Sarah on a
reissued disk sided with
a batch of star boners
including Day, Bird,
Fats, etc. Taken at me-
dium tempo, certainly
a must for collectors.

76--82--77--70

**What More Can a
Woman Do?**
Same group adds the
chirp thru a release of
the pretty Peggy Lee-
Davis Barcorer song. Flip
Phillips plays a short,
breathily but effective in-
term.

75--80--75--70

**BLUE RHYTHM BAND,
VAN ALEXANDER,
DIR.**
(JGM 10242)

Blue Rhythm Bo-Bo
Competent but unexcit-
ing all-star big band
test; solos topped by
Lucky Thompson's tenor
solo.

67--72--68--60

Blue Rhythm Jazz
Big band swing with
Charlie Shavers' trumpet
and Thompson's tenor
traverse the top solo
honors.

63--74--70--60

**EDDIE "LOCKJAW"
DAVIS**
(L'Or 1-301)

**He's a Real Gone
Guy**
Gutty tenoring on the
Nellie Lutcher tune by
Davis with rhythmic
Leavin' on Lenox
Freddie Davis tenoring
at light jump which
might draw some coin
in race locations.

70--70--70--70

MORRIS LANE
(L'Or 1-301)

Summertime
Lane, former tenorist
with Lionel Hampton,
blows a slow and moody
solo on the Gershwin
classic.

70--70--70--70

Silhouet
Simple riffs with bog-
gy fluency noticeably
mainly in solos by
trumpet and Lane's
solo; nothing exciting here.

61--61--60--62

**DIZZIE GILLESPIE
ORK**
(Victor 20-318)

Algo Bueno
Bueno's instrumental
which may find sales
with those who dog
"Manteca" — but it's
hardly got the appeal of
the earlier side.

70--70--70--70

Minor Walk
Powerhouse attack by the
brass section with Dixie
spinning off another of
his remarkable solos on
trumpet.

67--70--70--60

EARN MORE per individual unit
than a Complete Route of other equipment



with KEENEY'S

BONUS
Super Bell

Install one 6-Way Keeney Bonus Super Bell. Compare collection you make with a complete route of other equipment. Be assured—1 to 6 Keeney 6-Way Bonus Super Bell will make a group of competitive machines by a wide margin. A set will serve 11.

in Heavy Production
Now by

Popular Demand!

See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

★ **2-WAY BONUS SUPER BELL.** Tenacious 5 multiple, up to 5 coins each chute.

★ **GOLD NUGGET.** Sensational Twin Multiple, 4-coin play console.

★ **WILD BELL.** New "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"

3000 WEST FORTIETH STREET, CHICAGO 32, ILLINOIS

NEW GAMES

MOROCCO MOON GLO
RONDUP PUDDIN' HEAD
TEMPTATION SARATOGA
CUSHIER \$19.95

NEW CONSOLES

8 25c Changer \$59.00
Grosbeak \$59.00
Subway 1-48 \$74.00
Blizzard \$115.00
Lemon \$125.00
2000 \$125.00
Lemon \$140.00
Custom Order \$87.00
K-80 \$142.00
Victory 24 \$125.00
Rock Ole Winner \$55.00

PHONOGRAPHS

Rock Ole 1622 \$25.00
Subway 1018 \$25.00
Subway 1-48 \$74.00
Blizzard \$115.00
Lemon \$125.00
2000 \$125.00
Lemon \$140.00
Custom Order \$87.00
K-80 \$142.00
Victory 24 \$125.00
Rock Ole Winner \$55.00

CONSOLE BARGAINS

5c PACE REEL JR. \$49.50
BANG TAILS (R. Sample) \$125.00
25c MILLS CLUB CONSOLE \$145.00
VICTORY DERBY \$125.00
SPORT KING \$59.50
TURF KING, R. O. 79.50

SHOOTING STARS 5-BALL FREE PLAY \$50.00

Fast, Flashy, Exciting Action! High Score! Disappearing SHILL Hole! Simple Mechanism!
A Proven Money-Maker in Original Canteen!

NEW JENNINGS BELLS

Standard Chir. 85 \$268.00
Standard Chir. 100 \$274.00
Standard Chir. 125 \$280.00
Standard Chir. 150 \$286.00
Standard Chir. 200 \$292.00
Super Deluxe 100 \$324.00
Super Deluxe 150 \$340.00
Super Deluxe 200 \$356.00
Standard Chir. 85 \$268.00
Standard Chir. 100 \$274.00
Standard Chir. 125 \$280.00
Standard Chir. 150 \$286.00
Standard Chir. 200 \$292.00
Super Deluxe 100 \$324.00
Super Deluxe 150 \$340.00
Super Deluxe 200 \$356.00
With Tie-Up To Be Built, Better Price.



MILLS SLOTS

Rebuilt and Retouched
All With Club Handles
10c BLUE FRONTS \$45.00
10c BLUE FRONTS \$45.00
10c BROWN FRONTS \$38.00
10c BROWN FRONTS \$38.00
10c BROWN FRONTS \$38.00
10c BROWN FRONTS \$38.00
The Famous 10c in Brand New
10c EXTRA \$110.00
10c EXTRA \$110.00
10c EXTRA \$110.00
These Slots Guaranteed
100% Perfect!



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ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2225 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 222 NINTH ST., DEK MOORE 8

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 27)

Songs	Publisher	Heard in N. Y.	Heard in CHI.	Heard in Calif.	Heard in Tor.
Any Day I Love You (Two Hearts, Buy From Texas)	Inc.	0 0 0 0 1 2 4 4 0 0 0 0 7 116			
Far Away Places	Inc.	1 7 0 0 0 0 0 0 2 10 0 0 8 20			
For You	Witmark	6 7 0 2 2 2 1 0 0 0 0 4 100			
Galveston Bay	Leeds	0 0 0 0 1 1 2 2 0 0 0 0 0 101			
Hair of Gold, Eyes of Blue	Malin	1 2 0 2 1 4 2 0 0 0 0 0 3 77			
How I'll Stay (Love Life)	Shappett	2 0 0 0 0 7 0 0 0 4 0 0 7 100			
I'd Love To Live in Loveland	S.V.C.	1 1 0 0 2 0 0 0 0 0 1 0 2 67			
It's Magic (Romance on High Seas)	Witmark	2 0 1 0 0 1 2 1 0 0 0 0 0 66			
Leander, Blue (So Dear to Birth)	My Heart	0 7 2 0 0 0 0 0 0 0 0 2 20 117			
Maybe You'll Be There	Triang	0 1 0 2 0 0 0 4 0 0 0 2 0 102			
My Darling, My Darling	Z. M.	6 7 0 10 0 0 0 0 11 1 7 0 0 16 127			
On a Slow Boat to China	Madras	1 7 1 12 7 0 10 2 12 1 12 14 084			
One Sunday Afternoon (One Sunday Afternoon)	Remick	0 2 0 4 1 0 0 0 0 2 0 0 3 72			
Remembering	Laurel	0 2 0 4 0 1 0 4 0 10 2 11 76			
Say It Isn't So	Berlin	2 2 1 2 0 2 1 4 2 2 1 1 2 2 2			
See Something Sweet to Your Sweetheart	Miller	0 0 2 2 2 2 2 2 0 0 2 2 2 77			
That Certain Party	Bourne	0 0 0 4 0 0 0 0 4 1 4 0 3 11 74			
The Money Song	Drewnitz	2 1 0 2 1 0 0 2 2 2 2 0 2 10 112			
The Night Was a Thousand Miles (Night Was a Thousand Miles)	Paramount	6 7 0 4 2 2 2 2 0 0 4 100 100			
Unit	Conroy Bros.	1 0 0 2 4 0 1 4 2 4 0 2 1 74			
You Call Everybody Berlin	Mayfair	1 0 0 2 1 4 0 2 0 0 2 0 3 11 101			
You Started Something	B.M.I.	0 7 0 1 2 1 0 0 0 0 0 0 0 52			
You Were Only Foolin'	Shapiro-B.T.T.	0 2 4 1 7 0 2 4 0 2 4 0 2 161			

RECORDS MOST PLAYED BY DISK JOCKEYS

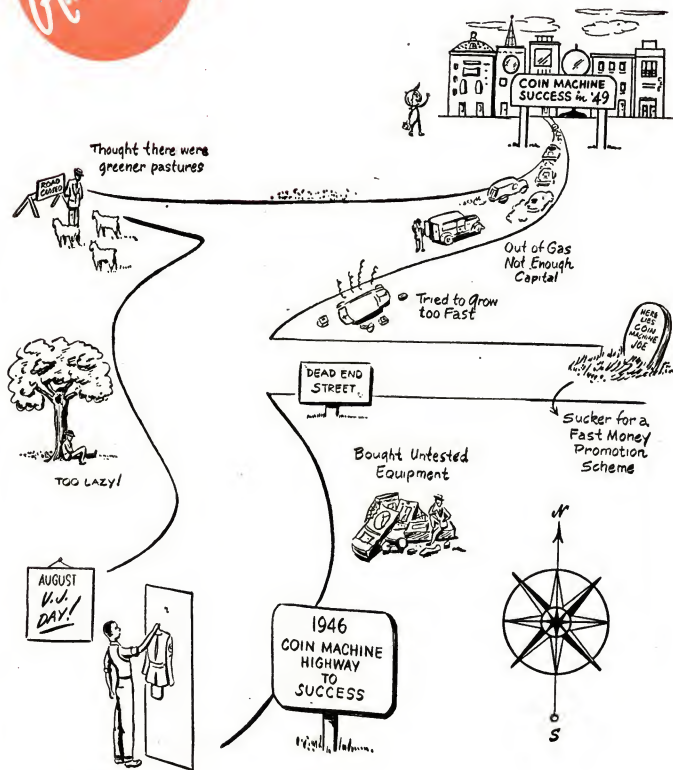
(Continued from page 27)

Week	Week	This Week	Ad. By
1	12	MY DARLING, MY DARLING.....D. Day-B. Clark.....Capitol 15878	
6	13	BUTTONS AND BOWS.....B. Goodman, Ork-A. Hendrickson.....Capitol 15206-ASCAP	
4	14	YOU WERE ONLY FOOLIN'.....M. Whiting and the Crew Chiefs.....Capitol 15206-ASCAP	
4	15	ON A SLOW BOAT TO CHINA.....Art Lund.....MGM 10206-ASCAP	
1	16	FAR AWAY PLACES.....M. Whiting and the Crew Chiefs.....Capitol 15206-ASCAP	
8	14	ON A SLOW BOAT TO CHINA.....B. Goodman, Ork-A. Hendrickson.....Capitol 15206-ASCAP	
1	16	ALL I WANT FOR CHRISTMAS.....S. Jones and His City Slickers.....Victor 20-3137	
26	11	MY HAPPINESS.....Pied Piper.....Capitol 15206-ASCAP	
1	20	BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet.....Capitol 15206-ASCAP	
1	20	YOU WERE ONLY FOOLIN'.....K. Sherr.....Capitol 15206-ASCAP	
1	22	THAT CERTAIN PARTY.....D. Martin, Linda P. Adams.....Capitol 15206-ASCAP	
1	23	QUANTO LA GUSTIA.....J. Smith and the Clark Sisters.....Capitol 15206-ASCAP	
8	23	MY DREAMS.....M. Monroe Ork.....Victor 20-3133	
8	25	A LITTLE BIRD TOLD ME.....P. Watson.....Capitol 15206-ASCAP	
1	25	BUTTONS AND BOWS.....E. Kellert.....Decca 34486-ASCAP	
16	79	IT'S MAGIC (F).....Doris Day.....Capitol 15206-ASCAP	
8	26	DOWN AMONG THE SHELTERING PALMS.....S. Kaye Ork.....Capitol 15206-ASCAP	
1	30	THE MOUNTAINEER AND THE JABBERWOCK.....J. Laurence.....Mercury 5202	
4	30	SAV SOMETHING SWEET TO YOUR SWEETHEART.....V. Damone-P. Page.....Capitol 15206-ASCAP	

(Disk Songs, December 24, 1949; E. Kellert, Decca 34486-ASCAP; Victor 20-3077; J. Stafford, Ork-A. Hendrickson, Capitol 15207; A. Shelton-B. Brown, London 360)



The Billboard 1ST ANNUAL



COIN MACHINE ROLL CALL

DURING the past three years thousands of men have entered the coin machine business. Some, for one reason or another, have fallen by the wayside. Plenty of them are still in it with routes that are proof of the success they have met in building their own business.

Who are these MEN?

SURE. The Billboard has many thousands of them tabbed. So have many distributors and manufacturers. During the next 50 days, however, our objective is to nail down every last one.

Beginning this week you will be asked many times thru the mails, as well as thru pages of The Billboard, to answer the FIRST ANNUAL COIN MACHINE ROLL CALL.

Manufacturers and distributors are co-operating by contributing their customer lists. The Billboard is combining these with lists of its own in the largest campaign in the history of any trade paper to make the first annual census of this industry complete.

Because your name may appear on several lists, you will receive many letters during the course of this drive. Please excuse this duplication. It's due simply to the fact that there are so many names on so many lists that there isn't enough time to check one against another.

Right now the important thing is to enroll yourself as a member of the coin machine industry. It costs nothing. In fact, if you are a subscriber you can save \$1 by having your subscription extended eight weeks or by ordering an additional subscription for the important eight issues ahead. If you aren't a subscriber—here's your chance to get the next eight issues (including the big NAMA and CMI Convention issues) for only \$1—just half the newsstand price! Send cash and you will also receive FREE the big December catalog convention issue of Vend listing all the vending machine manufacturers and what they make.



ACT NOW! USE THE HANDY COUPON BELOW

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I already subscribe to The Billboard and want my subscription extended for eight weeks for only \$1.

☐ Send me an additional copy for 8 weeks for \$1.

☐ I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for \$1 (No Free Vend!).

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Free

\$1

Enclose with your coupon and get the big December catalog issue of VEND.

Free

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I am not at present a subscriber so I accept your offer to send me the next 8 issues for only \$1.

☐ I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for \$1 (No Free Vend!).

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

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Chicago Coin's SHUFFLE-KING

SCORE BOARD

FITS THE CENTER OF ANY AND ALL SHUFFLE-BOARDS

SCORE VISIBLE FROM EITHER END, IN LIGHTS!

PUSH BUTTON SCORING AT BOTH ENDS!

METERED CASH BOX!

"GAME OVER" PROMINENTLY VISIBLE!

LIT INSTRUCTION GLASS!

SIMPLE TO INSTALL, ALL IN ONE UNIT!

MADE OF SOLID WALNUT AND MAPLE!

See Your Distributor Today

CHICAGO COIN MACHINE
COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



PENN "BLACK-BEAUTY"

THE
BOARD
OF
TOMORROW



CAN
BE
YOURS
TODAY

ADJUSTABLE "EBONIZED-COSOLITE"

PAT. PENDING

PLAYING FIELD

*Designed To Eliminate Resurfacing
and Warping*

Guaranteed for Two Years

Distributors — Territories Open

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PENN SHUFFLEBOARD CO.

CABINET MAKERS SINCE 1888

WALNUT 2-3633

1015 CHESTNUT ST.

PHILADELPHIA 7, PA.

OPERATORS 50-50 DEAL

We have a limited number of
BUCKLEY

**BONANZA — CRISS CROSS
TRACK ODDS**

which we will furnish to established operators
on a 50-50 basis.

**NO INVESTMENT REQUIRED ON
YOUR PART**

Write or wire giving phone number

BOX 226

c/o Billboard, 155 N. Clark St.
Chicago, Illinois

-and **NOW IT'S** EXHIBIT'S

MOROCCO

W-O-W!! what a GAME--what excitement and thrills for playerswith **5**
NEW ACTION
'EXPLODING'
KICKERS

FLIPPER

with
DOUBLE
FLIPPERS
TOO!

FLIPPER

OPERATORS . . . SEE IT!!!
GET IT! from your EXHIBIT DISTRIBUTOR**EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.



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**ELECTRIC
SCOREBOARD
FOR SHUFFLEBOARD
WRITE FOR PRICES****MID-STATE COMPANY****PEANUT MACHINE
BRAND NEW!
STONER 2 COLUMN,
\$13.50 F. O. B. Chicago**1349 MILWAUKEE AVE.
CHICAGO 47, ILL.
Phone: Dickens 2-3444

GIVE TO THE DAMON RUNYON CANCER FUND

GET THE FACTS ON JENNINGS'
NEW 1949 SUPER JACKPOT COIN MACHINES!**FREE!**

A PENNY POSTCARD WILL

BRING YOU OUR NEW 4-COLOR *Monte Carlo*AND *Live Jackpot* CIRCULARS...

WRITE TODAY!

O. D. JENNINGS & CO. 4307 West Lake St. CHICAGO 24, ILLINOIS

REAL BUYS—PRICES REDUCED—BUY NOW BEFORE PRICES RISE

WURLITZER1015 \$475.00
1080 475.00
850 160.00**SEEBURG**147 \$390.00
146 340.00**ROCK-OLA**1422 \$295.00
1426 340.00

IN STOCK, FOLLOWING BRAND NEW GAMES: Jennings' MOROCCO, Williams' RAINBOW, Gottlieb's BUCKARER, United's BLUE SKIES, C&N GUN SALLY, ONE BALLS, GOLD CUPS, S&S; JOCKEY SPECIALS, \$179.00; ENTRY, \$160.00.

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RUDOLPH WURLITZER COMPANY
FOR ALL NEW ENGLAND STATES**

PHONE: BT 2-3320

REDD DISTRIBUTING CO., INC.
120 LINCOLN • ALLSTON • BOSTON 34, MASS.

SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS



MILLS NEW & T

A "Play-Down" Bell, weighs only 38 lbs. The New QT is an entirely new design with streamlined front painted blue and white, and made to give Operators unlimited revenue. It shines out bright and cheerful in any type of location. Any location anywhere will welcome its presence.

5c PLAY...\$115.00
25c PLAY...\$175.00



MILLS BLACK GOLD BELL

You can make MORE MONEY with this New Mills Bell (with Hand-Lock) feature. It is made to design and has the "come-out" feature. Full deposit at all times is one of its "come-out" features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 34, 36, 38 and 40 lbs. and 1/3 DEPOSIT WRITE FOR PRICES



MILLS JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell in location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 34, 36, 38 and 40 lbs. and 1/3 DEPOSIT WRITE FOR PRICES

NEW BONUS BELL...WRITE FOR PRICES

MILLS NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, containing an 8-3 Small front spin. Small front spin or front covered by drop top. Front can also be instantly opened, automatically removing the small front from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY \$65.00 1/3 DEPOSIT

New Box Stands, Single, Double and Triple Sides for Mills Bells.

GUARANTEED RECONDITIONED MILLS' BELLS

New Fronts, Bonus Fronts, Jewel Bells, Bonus Bells, QT Bells, Vest Pocket Bells. WRITE FOR PRICES.

ONE BALL F. P. GAMES

GOLD CUPS	\$324.50
JOCKEY SPECIAL	264.50
SPECIAL ENTRY	169.50
VICTORY SPECIALS	74.50
Louisa	32.50
White-Way	45.50
Pimlico	23.50
Thorbreda	23.50

CONSOLES

Big Game	\$ 49.50
Kenney Kasatta	69.50
Four Balls	79.50
Long Model Belton's Boners	
(Like New)	499.50
Lucky Lucie	499.50
1940 Clapping Dominoes	43.50
Bally Club Bell	69.50
Long Model Evans Races	499.50
High Hand	74.50
Three Balls, New Lots Model	449.50
Evans 1940 Bangtail	499.50

FIVE BALL FREE PLAY GAMES

Melody	\$ 89.50	Suspense	\$15.00	Rocket	\$22.50
Yanks (Williams)	99.50	Kilroy	22.50	Big Hit	15.00
Trade Winds (Lowe)	124.50	Invasion	12.50	Knockout	12.50
Starlight	49.50	Delano	12.50	Score Game	12.50
Cover Girl	12.50	Shanghai	15.00	Five Yank's Twenty	12.50
Yanks (Late)	99.50	Nudity	22.50	Laura	12.50
Bonanza	45.50	Smitty	25.00	Coronet	24.50
Thrill (Like New)	174.50	Superslice	15.00	Step Up	15.00
Star Dust	129.50	Three Score	12.50	Yanks, Rev.	22.50
Jamboree	129.50	Wagon Wheel	17.50	Sea Breeze	12.50
Crash Ball	129.50	Trade Winds, Rev.	12.50	Big League	15.00
Leap Year	69.50	Liberty	22.50	Gold Star	12.50
Manicker	17.50	Velvet	12.50	Sport Parade	12.50
Four Roses	17.50	Flamingo	27.50	Fiesta	22.50
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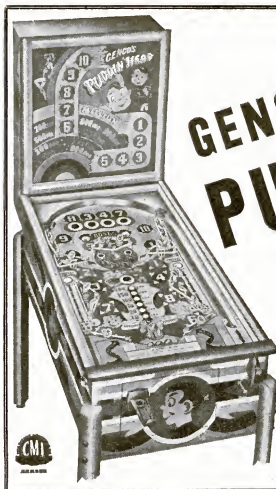
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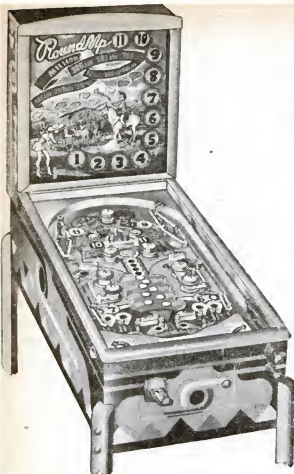
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